

**KARACHI UNIVERSITY BUSINESS SCHOOL  
UNIVERSITY OF KARACHI**

**BS (BBA) – V**

**Course Title : PRINCIPLES OF MARKETING**

**Course Number : BA(BS) – 541**

**Credit Hours : 03**

**Objective**

Marketing is all around us and we all need to understand its importance. The study of marketing is essential not only for manufacturing companies, wholesalers, and retailers but also for all kinds of individuals and organizations. This course will emphasize on learning the basic marketing concepts which revolve around 'Building and managing profitable customer relationships'. Here students will learn how to analyze consumer needs and wants and to design products for them keeping in mind the major marketing decisions i.e. about product features, price, distribution and promotional strategies. The need to segment markets and building strongly positioned brands will be discussed. Moreover because of technological advancements the importance of marketing in a global scenario will also be discussed.

**Course Contents**

- 1. Marketing: Managing Profitable Customer Relationships**
  - 1.1. Concept of Marketing
  - 1.2. Marketing Management Philosophies
- 2. Company and Marketing Strategy**
  - 2.1. Strategic Planning
  - 2.2. Marketing Process
- 3. The Marketing Environment**
  - 3.1. Micro Environment
  - 3.2. Macro Environment
- 4. Managing Marketing Information**
  - 4.1. Assessing Marketing Information Needs
  - 4.2. Developing Marketing Information
- 5. Consumer Markets and Consumer Buying Behavior**
  - 5.1. Characteristics Affecting Consumer Behavior
  - 5.2. Types of Buying – Decision Behavior
  - 5.3. Buyer Decision Process

- 6. Business Markets and Business Buyer Behavior**
  - 6.1. Characteristics of Business Markets
  - 6.2. Types of Buying Situations
  - 6.3. Participants in the Business Buying Process
  
- 7. Market Segmentation, Target Marketing and Positioning for Competitive Advantage**
  - 7.1. Segmenting Consumer, Business and International Markets
  - 7.2. Evaluating Market Segments
  - 7.3. Selecting Target Market Segments
  - 7.4. Choosing, Communicating and Delivering Positioning Strategies
  
- 8. Product, Services and Branding Strategies**
  - 8.1. Product and Service Decisions
  - 8.2. Branding Strategies
  - 8.3. Services Marketing
  
- 9. New Product Development and Product Life Cycle Strategies**
  - 9.1. Steps for Developing a New Product
  - 9.2. Stages and Strategies of Product Life Cycle
  
- 10. Pricing Considerations, Approaches and Strategies**
  - 10.1. Factors to Consider when Setting Price
  - 10.2. General Approaches to Pricing
  - 10.3. New Product Pricing Strategies
  - 10.4. Product Mix Pricing Strategies
  - 10.5. Price Adjustment Strategies
  
- 11. Designing Marketing Channels**
  - 11.1. Nature and Importance of Marketing Channels
  - 11.2. Channel Design and Management Decisions
  - 11.3. Retailing
  - 11.4. Wholesaling
  - 11.5. Transportation
  
- 12. Integrated Marketing Communication**
  - 12.1. Marketing Communication Mix
  - 12.2. Steps in Developing Effective Communication
  - 12.3. Setting Total Promotion Budget and Mix

### **Recommended Books**

1. Brassington, F. & Stephen, P. (2006). *Principles of Marketing*. (4<sup>th</sup> Edition), Pearson.
2. Kotler, P. & Armstrong, G. (2008). *Principles of Marketing*. McGraw–Hill.
3. McCarthy, E. J. (2001). *Basic Marketing*. McGraw–Hill.
4. Stanton, W. J. & Etzel, M. (2002). *Fundamental of Marketing*. Prentice Hall Inc.