Course : Principles of Marketing
Course Code : MKT303
Credit Hours : 3
Course Duration : 48/54
Semester : First

Course Objective
This course aims at going an overall view of the field of Marketing on the basis of basic concepts like fours Ps, various function and institution of Marketing & different kinds of problems on Marketing that the modern decision maker must resolve.

Week –1
The Marketing Concept
- Nature and scope of Marketing
- Evolution of Mktg
- Ethics and Mktg
- Importance of Mktg

Week –2
The Dynamic Marketing Environment
- Environment monitoring
- External Microenvironment
- External Microenvironment
- Organizational Internal Environment

Week –3
Global Markets and Marketing
- The significance of international trade
- The attraction of international Marketing
- Strategic planning for international marketing

Week-4
Designing the Marketing Mix
- Organization structures for International Market
- Controllable factors in Marketing
- Uncountable factors in Marketing

Week –5
Target Marketing
- Guidelines in selecting the target markets
- Market aggregation
- Market segmentation

Week-6
Types of Buyers
- Ultimate consumers
- Business and organizational buyers
- Consumer buying or purchasing process

Week-7
Product
- The meaning of product
- Classifications of products
- Consumer product
- Business product

Week-8
Product innovation
- Importance of product innovation
- Categories of the new product
- Stages in developing the new product
- Product like cycle
- Organizing for the product

Week-9
Branding
- Classification of Brands
  a)On the basis of ownership
  b)On the basis of courage
- Characteristics of good brand name
- Generic brands and how to protect them

Week-10
Labeling
- Types of labels
- Design, colors and quality

Week-11
Packaging
- Benefits of packaging
- Importance of packaging
- Family and multipackaging
- Criticism on packaging

**Week-12**

**Pricing**
- The pricing
- Importance of pricing
- The pricing objectives
- Setting the price
- Discount and allowances
- Geographic pricing strategies

**Week-13**

**Distribution**
- Channels of distribution
- The middlemen and distribution channels
- Important classes of middlemen
- Channels for consumer goods
- Channels for business goods

**Week-14**

**Choice of Channels**
- Factors affecting the choice of channels
- Retailers
- Classification of retailers
- Tasks in physical distribution management

**Week-15**

**Promotion**
- The role of promotion in Marketing
- Promotion methods
- Advertising and its classification
- Personal selling
- Publicity
- Sales promotion

**Week-16**

**Current Issue in Marketing**
- The importance of Information’s in Marketing
- Information Technology in Marketing
- The impact of the Internet on Markets

**Course Books**
- Principle of Marketing by Stanton (12th Edition)
- Concept of E-Commerce and E-Business

**Reference Books**
- Publisher: Mc Graw Hill
- Principle of Marketing by Philip Kotler (6th Edition)
- Publishers: Printicehall Internation 1996