Course Name: Marketing Management
Course Code: MKT301
Semester: Second
Credit Hour: 03
Total Weeks: 16 – 18
Total Hour: 48 – 54

COURSE OBJECTIVES
The objective of the course is to train the students as how to manage the marketing activities. The course also covers the marketing planning activities. Marketing Strategies and controlling Marketing activities.

Week 1
MARKETING CORE CONCEPTS
• Needs, wants & demands
• Products (goods, services & ideas)
• Value cost and satisfaction
• Relationship & network
• Marketers & prospects

Week 2
MARKETING MANAGEMENT
• Company orientation towards the market place
• Production concept
• Product concept

Week 3
SELLING CONCEPT
• Marketing concept
• Societal marketing concept

Week 4
SCANNING THE MARKETING ENVIRONMENT
• Macro environment forces
• Demographic environment
• Economic environment
• Natural environment

Week 5
TECHNOLOGICAL ENVIRONMENT
• Political / legal environment
• Social / cultural environment

Week 6
MAJOR FACTORS INFLUENCING BUYING BEHAVIOR
• Cultural factors
• Social factors
• Personal factors
• Psychological factors

Week 7
THE BUYING PROCESS
• Buying roles
• Buying behavior
• Stages in buying decision process

Week 8
TOOLS FOR COMPETITIVE DIFFERENTIATION
• Product differentiation
• Service differentiation

Week 9
PERSONAL DIFFERENTIATION
• Channel differentiation
• Image differentiation

Week 10
MANAGING THE NEW PRODUCT DEVELOPMENT PROCESS
• Consumer adoption process

Week 11
CHANNELS
• Channels design decisions
• Channels management decisions

Week 12
RETAILERS
• Retailing
• Types of retailers

Week 13
WHOLESALERS
• Wholesalers
• Types of wholesalers

Week 14
DEVELOPING AND MANAGING AN ADVERTISING PROGRAM
• Setting an advertising objective
• Deciding an advertising budget
• Choosing the advertising message
• Deciding on media
• Evaluating advertising effectiveness

Week 15
MEANING OF SALES FORCE
• Designing the sales force
• Sales force objectives
• Sales force strategy
• Sales force structure
• Sales force size
• Sales force compensation
Week 16
MANAGING THE SALE FORCE
- Recruiting & selecting sales representatives
- Training sales representatives
- Supervising sales representatives
- Motivating & evaluating sales representatives

TEXT BOOKS:
1: Marketing Management Analysis, Planning, Implementation and control (Ninth Edition) By Philip Kotler