

KARACHI UNIVERSITY BUSINESS SCHOOL

UNIVERSITY OF KARACHI

Affiliated Colleges

MBA – II	
Course Title	: Introduction to Marketing
Course Number	: BA (M) – 542
Credit Hours	: 03

1. CONCEPT OF MAKETING AND MANAGEMENT

1.1 What is Marketing

Needs, Wants, Demands, Products, Market?

1.2 Exchange Function in Marketing

1.3 Marketing Management

- Production Concept
- Product Concept
- The Selling Concept
- The Marketing Concept

2. MARKETING PLANNING

2.1 Strategic Planning and the Marketing process

2.2 Organizational Environment-Objectives and Mission, Growth Strategy

2.3 Benefits of Marketing, planning and control

2.4 Marketing Information and Concept

2.5 Marketing Research and Process

3. ANALYZING MARKETING MIX

3.1 Elements of Marketing Mix or Four P's of Marketing Mix

- Product, Price, Place, Promotion

3.2 Seven P's Elements of Service Mix

- Product, Price, Place, Promotion, People, Physical Evidence & Process



3.3 Importance and Independence of Marketing Mix

4. MARKET SEGMENTATION

4.1 Concept, Importance and Meaning of Segmenting markets

4.2 Segmenting Consumer Markets

4.3 Segmenting Organizational Markets

4.4 Basis for Market Segmentation

- Geographic, Demographic, Geo demographic, Psychographic and Behavioral

5. TARGET MARKETING

5.1 Undifferentiated Marketing

5.2 Differentiated Marketing

5.3 Concentrated Marketing

5.4 Choosing Among Selection Strategic

5.5 Product Positioning

6. MARKETING RESEARCH

6.1 Marketing Research and Definition and Importance

6.2 Marketing Research Procedure

6.3 Marketing Research Objectives and Systems

6.4 Marketing Research Designs and Methods

7. COMMUNICATION

7.1 Definition of Communication

7.2 Theory of Communication – Sender, Message Receiver

7.3 Elements of Promotional Mix – Advertising, Personal Selling, Sales Promotion and Publication

7.4 Communication Planning Model

(a) Target Market – Organizational V's Consumer Market, Push and Pull Strategy, Buyer Readiness of the Target Market, Responses to Communications

(b) The Product – Organizational and Consumer Product, The Product Life Cycle Stage

(c) The Environment – Social Culture Competitors, legal and Regulatory Changes

8. ADVERTISING AND OTHER PROMOTIONAL STRATEGIES

8.1 Advertising – Its Definition and role in the promotional Mix

8.2 Types of Advertising – Product and Institutional

8.3 Formulation of Advertising Message

8.4 Advertising Media

8.5 Personal Selling

8.6 Sales Promotion Public Relations

9. INTERNATIONAL MARKETING

9.1 Meaning of International Marketing

9.2 The Rationale of International Marketing

9.3 Understanding International Marketing

9.4 Selection of the Market

9.5 Market Entry Methods

Books Recommended:

1. Philip Kotler, "Marketing Management Analysis Planning Implementation and Control", Prentice Hall 9th Edition, 1998
2. Guiltinan, Joseph P. Gordon W, Paul, "Marketing Management Strategic Problem", McGraw Hill, 5th Edition, 1994
3. J. Paul, James H. Donnelly, X. Trapey, "Marketing Management", Texas Business Publishing 1982, 1st Edition.

