



Greenwich University

COURSE OUTLINE

SPRING 2019 Term

- **Course** : **Principles Of Marketing**
- **Code** : **GMKT 201**

ADMINISTRATIVE INFORMATION

- **Instructor** : **Ms. Azitah Salman**
- **Instructor's Email** : **azitah@greenwich.edu.pk**
(Assignments given should be sent to the instructor via email above for marking. After checking they will be returned before the next class.)
- **Class Session** : **March 25, 2019 – July 20, 2019**
- **Class Timings** : **Wednesday, 11:30 Am - 01:30 Pm**

A 15-minute break will be given. Any student coming late or returning late after the break will be considered absent for that day.

In case of cancellation / makeup of a class you will be notified through the website of Greenwich and / or through your Greenwich email account.

ATTENDANCE:

100% class attendance is mandatory for the students to enable them to appear in the final examination. However, in case of an emergency / serious illness the students will be eligible to (02) absences during the whole semester.

RULES AND REGULATIONS:

- All mobile phones must remain switched off or kept on silent / vibration mode) for the entire duration of a class. Any breach of this rule will lead to immediate confiscation of the phone, which will only be returned after the semester is over.
- Smoking is strictly prohibited on the entire campus, except the cafeteria.
- No food, drinks, gum or beetle-nut (chalia) are allowed inside the classroom.
- In order to maintain the sanctity and decorum on the University Campus, all male and female students are required to be dressed in a decent and appropriate manner. The University shall take a particularly stern view of any kind of immodest and revealing clothes.
- The Student ID Card must be displayed while attending class.
- Cheating, plagiarism, offensive language and disruptive behavior will be addressed according to policies for academic misconduct mentioned in the Students' Handbook.

COURSE OBJECTIVE

The core objective of this course is to communicate the fundamental concepts, involved in Marketing Operation. Moreover the concepts and practices in this course will provide students with all prerequisite knowledge as required to understand all marketing related courses.

LEARNING OUTCOMES

By the end of this course it is expected that the student will be able:

1. Understand the marketplace and the consumers.
2. Understand the elements in marketing mix and their application in marketing decisions.
3. Outline the functions of marketing communication.
4. Discuss social responsibility and ethics in marketing.
5. Understand the importance of customer relationship in marketing and the creation of customer value.

TEACHING METHODOLOGY:

- Lectures
- Assignments
- Presentation by students
- Report
- Video clips
- Power Point Presentations

PERFORMANCE REQUIREMENTS:

Complying with the course requirements with active class participation and timely submission of assignments.

MATERIAL / RESOURCES:

RECOMMENDED TEXTS:

Principles of Marketing By Philip Kotler and Gary Armstrong , 14th Edition

Reference:

- * Marketing, Joel R. Evans and By Barry Berman 7th or 8th Edition

EVALUATION METHODS AND ASSIGNMENTS:

- Quizzes. Minimum three
- Students who maintain 100% attendance in a minimum course load of five will be awarded a certificate and his/her name/picture will be placed on the notice board
- Students must submit their portfolio to their teacher before the last session (11th week). The portfolio submission will carry 02 marks.
- Reading Assignments.(11) Students are expected to study and make hand-written notes of the chapters assigned for the class and present them personally to the instructor on the day of the class. A copy kept for their portfolio.
- Class participation
- Mid-Term and Final Examination- M.Term (2 hours) Final(3 hours)
- Final exams will comprise questions based on the entire syllabus, including the teaching done before the Mid-Term Exam.
- Report: The students will be assigned, individually, or in groups to write term paper / report based on visit to the corporate entities / markets and discussions with professionals and practitioners. All such visits will be undertaken through official transmittal letters to be issued by the University on the request of students and / or faculty.

GRADING:

*	Quizzes	30%
*	Mid-term Examination	30%
*	Final Examination	40%

COURSE CONTENTS WEEK WISE

WEEK I:

Introduction and Discussion of Course Outline
Chapter 1: Marketing: Creating & Capturing Customer Value

WEEK II:

Chapter 2: Company and Marketing Strategy

WEEK III:

Chapter 3: Analyzing the Marketing Environment

WEEK IV:

Chapter 4: Managing Marketing Information

WEEK V:

Chapter 5: Consumer Markets and Consumer Buying Behavior

WEEK VI:

Chapter 7: Customer Driven Marketing Strategy

WEEK VII:

Chapter 8: Product, Services and Brand- Building Customer Value

WEEK VIII:

MID – TERM EXAMINATION

WEEK IX:

Chapter 9: New Product Development and Product Life Cycle Strategies

WEEK X:

Chapter 10: Pricing – Understanding and Capturing Customer Value
Chapter 11: Pricing Strategies

WEEK XI:

Chapter 12: Marketing Channels

WEEK XII:

Chapter 13: Retailing and Wholesaling

WEEK XIII:

Chapter 14: Communicating Customer Value
Project Report Submission
Submission of Reading Assignments

WEEK XIV:

Chapter 15: Advertising & Public Relation
Chapter 16: direct Online, Social Media and Mobile Marketing
Chapter 17: The Global Market Place

WEEK XV:

Final Report Presentations

WEEK XVI:

FINAL EXAMINATION

Percentage	Grade
85% & above	A
72% - 84%	B
60% - 71%	C
59% & below	F

-----*For Office Use Only*-----

Dean: : _____ Date: ____ / ____ / 2019

Head of Department: : _____ Date: ____ / ____ / 2019

Faculty Member: : _____ Date: ____ / ____ / 2019

Uploaded on the website by: _____ Date: ____ / ____ / 2019