



Greenwich University

COURSE OUTLINE

SPRING 2019 Term

- **Course** : **Principles of Marketing**
- **Code** : **GMKT 501**

ADMINISTRATIVE INFORMATION:

- **Instructor** : **Dr. Yogeshwar Ramanah**
- **Instructor's Email** : **dryogeshwar@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** : **Sunday, 11:30 Am - 02:00 Pm**

A 10-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 DESCRIPTION:

This course is designed to introduce foundations of marketing as they relate to the whole business enterprise. This course will focus on developing an understanding of key marketing concepts.

COURSE OBJECTIVES:

- To enhance the conceptual knowledge of marketing as applicable to decision making process with a focus on tactical marketing mix decisions.
- To provide the student with a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives.
- To provide an understanding of the principles of marketing in relation to the product and services including the planning process, organizing the marketing functions, implementing the marketing decisions keeping in mind the ethical, legal and societal consideration.

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:**

Philip Kotler, Principles of Marketing 17th Global Edition, Copyright 2018.

REFERENCE:

David Jobber, Principles and Practice of Marketing 8th Edition.

William D. Perreault Jr. and Joseph P. Cannon, BASIC MARKETING: A Marketing Strategy Planning Approach, 19 Edition.

EVALUATION METHODS AND ASSIGNMENTS:

- Quizzes will be given in every class based upon the lesson taught in the previous session. The teacher will mark and return them to the students in the same/next class.
- 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
- Class Assignments will be given regularly.
- Class participation
- Portfolios should be maintained by students of all their assignments, quizzes, /presentation, etc. The portfolios must be submitted to the instructor in the 14th class. The portfolios will be returned to the students prior to the final examination.
- Mid-Term and Final Examination

- 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:

*	Quiz	10%
*	Assignment / Cases	10%
*	Mid-term Examination	30%
*	Final Report	10%
*	Final	40%

Portfolios should be maintained by students of all their assignments, quizzes, presentation, must be submitted to the class teacher in the 12th class.

COURSE CONTENTS:

WEEK – I INTRODUCTION TO MARKETING

- Marketing and the Society
- Importance and scope of marketing
- Definition of marketing
- Nature and concept of marketing

WEEK – II MARKETING ENVIRONMENTS

- The Marketing environment
 - Macro environment
 - Micro environment
- Environmental scanning and monitoring

WEEK – III MARKETING & STRATEGY

- Strategic planning
- Strategic marketing planning
- Forecasting marketing demand

WEEK – IV MARKETING DECISIONS

- Information required for marketing decisions
- Reasons for obtaining information
- Marketing research

WEEK – V CONSUMER BEHAVIOUR

- Information for purchase decisions
- Consumer decision process
- Influence of social and psychological factors
- Market implications

WEEK – VI MARKET SEGMENTATION AND TARGETING

- Factors for Segmentation
- Selecting the target market
- Developing the positioning and target market strategies

- WEEK – VII** PRODUCTS AND SERVICES
- Definition of product and services
 - Classification of consumer goods
 - Classification of business goods
- WEEK – VIII** **** MID-TERM EXAMINATION ****
- WEEK – VIX** PRODUCT DEVELOPMENT AND LIFE CYCLE
- Product development process and commercialization
 - Product life cycle stages and its implications
- WEEK – X** PRICING
- Overview of pricing
 - Importance of pricing
 - Break even analysis
 - Factor effecting pricing decisions
- WEEK – XI** DISTRIBUTION
- Importance of distribution channels
 - Selecting a channel of distribution
 - Retail functions in distribution
 - Recent trends in wholesaling and retailing
- WEEK – XII** PROMOTION
- Importance and types of promotion
 - Channels of communication
 - Objectives, budgeting and promotional mix
 - Legal environments of promotion
- WEEK – XIII** ADVERTISEMENT AND PUBLICITY
- Scope of advertisement and publicity
 - Characteristic of advertisement and publicity
 - Development, planning and implementation of advertising plan
 - Evaluating the success and failure of promotional plan
- WEEK – XIV** INTRODUCTION To E-BUSINESS
- Introduction
 - Different trends
 - Rules of doing e-business
 - E-business application in the market
- WEEK – XV** Final Project Presentations
- WEEK – XVI** ***** FINAL EXAMINATION *****

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Dean: _____ **Date:** ____ / ____ / 2019

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

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

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