



Greenwich University

COURSE OUTLINE

SPRING 2019 Term

- **Course** : **Marketing Management**
- **Code** : **GMKT 503**

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, 09:00 Am - 11:30 Am**

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:

The course deals with the designing & implementation of the best combination of marketing efforts to carry out a firm's business strategy in its target markets. It aims at developing student's understanding of how the firm can benefit by creating and delivering value to its customers & stakeholders. It also aims at developing their skills in applying the analytical concepts and tools of marketing to such decisions as segmentation, targeting, branding, pricing, distribution, and promotion.

Marketing management course is geared toward providing an understanding of the rationale for marketing decisions from a managerial perspective and the manipulation of marketing mix to achieve business goals. Practically marketing management encompasses activities such as demand creation and Stimulation, positioning, product differentiation, and product and brand management among others. All these activities involve planning, analysis, and decision-making.

COURSE OBJECTIVE:

This course will require the integration of theory and practice. Students will have to make strategic marketing decisions based on analytical techniques they have learned in this course. They will have to devise a marketing plan that is based on a sound conceptual framework, and with a focus on its practical applicability.

LEARNING OUTCOMES:

At the end of the course the students should be able to:

1. Define and understand the nature and purpose of effective marketing management in the marketplace.
2. Identify and apply the marketing concepts, processes and activities within appropriate types of business environment.
3. Identify and analysis the environmental factors (internal and external) that have implication for marketing management and will affect the marketing decisions.
4. To analyze and seek to identify gaps in the needs and wants of the customer so that appropriate strategy can be proposed to create customer value through competitive advantage.
5. Apply and practice the concepts of marketing in the marketplace within the ethical standards of cultural diversity, religion and mankind.

TEACHING METHODOLOGY:

- Lectures
- Assignments
- Presentations by students
- Research Paper on Articles Presented at HEC Digital Library
- Seminar/Workshop
- Marketing Plan of a New Business

- Guest Speaker: A professional from the Corporate Sector will be invited to share his/her experiences with the students.
- Case Studies

PERFORMANCE REQUIREMENTS:

Students are required to comply with the course requirements by active class participation and timely submission of assignments.

RECOMMENDED BOOKS:

1. Marketing Management 14th/15th/or Latest Edition) A South Asian Perspective, By Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha. (PEARSON)

REFERENCE BOOKS:

1. William J. Stanton & Charles Futrell, Fundamentals of Marketing, McGraw Hill.
2. Jagdesh Sheth and Dennis E. Garrett, Marketing Management: A Comprehensive Reader, South Western Publishing.
3. E. Jerome McCarthy & William. D. Pareanath, Basic Marketing: Managerial Approach, IRWIN.

MATERIAL/RESOURCES:

- **Additional Material:**

Handouts will also be given to students on relevant topics.

- **Additional Reading:**

Students will be guided for:

- Additional online reading e.g., Harvard Business Review articles
- Extra Reading:
 - ✓ Economic & Business Review (DAWN)
 - ✓ Pakistan & Gulf Economist

- **Other Resources:**

Students will be advised to:

- Seek assistance from www.hecdigitallibrary.edu.pk for preparation of research papers, assignments and term reports.
- Use Greenwich Research Development Center (GRDC) and computer laboratory.
- Use the following links for research:
 - Bentham Science
 - Blackwell Synergy
 - Ebrary
 - Springerlink
 - Oxford University Press Ebooks
 - Francis and Taylor

COURSE CONTENTS SESSION WISE

WEEK – I: UNDERSTANDING MARKETING MANAGEMENT

- Chapter 1: Defining Marketing For The 21st Century

WEEK – II

- Chapter 2: Developing Marketing Strategies and Plan

WEEK – V: CHOOSING VALUE

WEEK – III: ASSESING MARKET OPPORTUNITIEES & CUSTOMER VALUE

- Chapter 3: Scanning the Marketing Environment, Forecasting Demand, and Conducting Marketing Research

WEEK – IV

- Chapter 5,6: Analyzing Consumer/Business Markets
- Chapter 7: Identifying Market Segments and Targets

WEEK – VI

- Chapter 8: Competitive Dynamics

WEEK – VII

- Chapter 9: Crafting the Brand Positioning
- Chapter 10: Creating Brand Equity

WEEK – VIII: MIDTERM EXAMINATIONS

WEEK – IX: DESIGNING VALUE

- Chapter 11: Setting Product Strategy
- Chapter 12: Designing & Managing Services
- Chapter 13: Developing Pricing Strategies and Programs

WEEK – X: DELIVERING VALUE

- Chapter 14: Designing & Managing Integrated Marketing Channels
- Chapter 15: Managing Retailing, Wholesaling & Logistics

WEEK – XI: COMMUNICATING VALUE

- Chapter 16: Designing and Managing Integrated Marketing Communications
- Chapter 17: Managing Mass Communications
- Chapter 18: Managing Personal Communications

WEEK – XII: SUSTAINING GROWTH AND VALUE

- Chapter 19: Introducing New Market Offerings

WEEK – XIII

- Chapter 20: Tapping into Global Markets

WEEK – XIV

- Chapter 21: Managing a Holistic Marketing Organization for the Long Run

WEEK – XV: PROJECT/TERM PAPER PRESENTATIONS

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WEEK – XVI: DEAD WEEK

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WEEK – XVII: FINAL EXAMINATIONS

CASE ANALYSES:

Students will be required to submit detailed analyses of 3 comprehensive case studies in the 3rd, 6th & 9th classes.

Students will be divided into groups. Each group will be required to analyze one particular case in depth; to present a 30-minute summary presentation of their analyses to the class (using appropriate visual aids); and to submit a hard copy of the same to the instructor at the beginning of the respective session. All other students are required to submit their typewritten analyses (approx. 3 – 4 pages with single-line spacing & no figures or graphics, in size 10 of Arial font) for submission to the instructor at the beginning of the respective session. Students are required to submit stapled sheets only.

In general, your analysis should include:

- * Key problem/decision
- * Alternatives solutions
- * Advantages & disadvantages of each alternative
- * Your recommendation
- * Sketch of a marketing plan
- * Contingency plan

Assignments will only be accepted if submitted on time!

SKILLS TO BE LEARNED/EXTENDED:

- Leadership Skills
- Interpersonal Skills
- Public Speaking Skills
- Time Management Skills
- Problem Solving & Decision Making
- Working Effectively in a Team
- Effective Communication
- Research & Critical Analysis
- Project Management Skills
- Information Technology

EVALUATION OF COURSE AND STUDENT PERFORMANCE:

Outcomes Assessment: At several points in the term, students may be asked to complete brief, in-class exercises designed to determine the extent to which course objectives are being achieved. The results of these exercises will be used in a continuing process of course development and improvement. The final exam will also include an assessment of the ability to critically evaluate and make decisions about marketing issues.

EVALUATION METHODS AND ASSIGNMENTS:

- Quizzes will be given based upon the lesson taught. The teacher will mark and return them to the students in the 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
- Students must submit their portfolio to their teacher before the last session (11th week). The portfolio submission will carry 02 marks.
- Class Assignments should be given regularly using Turnitin software you may contact Dr. Sultan Mughal for assistance in the use of Turnitin software.
- Class participation
- Mid-Term and Final Examination
- Final exams will comprise questions based on the entire syllabus, including the teaching done before the Mid-Term Exam.

- Marketing Plan: The students will be assigned to launch a business (product or service) in the university & make its Marketing Plan. This will enable them to experience this dynamic process themselves & to understand its benefits along with the problems coming in their way while making the plan.

GRADING:

*	Quiz	10%
*	Class Participation	05%
*	Assignment / Cases	05%
*	Mid-term Examination	30%
*	Final Report / Project, Term Paper	10%
*	Final Exam	40%

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

Dean: : _____ Date: ____ / ____ / 2019

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

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

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