
MKT 551: Marketing Management

Course Title: Marketing Management

Course Code: MKT 551

Credit Hours: 2

Semester: First

Lecturer Hours: 30

Course Objectives

The course aims at equipping students with the in-depth knowledge and skills in marketing management. It inculcates abilities in the students to apply the acquired knowledge in the areas of defining marketing strategies, marketing approaches and apply marketing tools, techniques and strategies to gain competitive advantage, improved market share and position to gain appropriate image and position.

Course Description

The course includes in line with the requirement of modern marketing systems including for services understanding and analyzing markets; developing marketing mix strategies and approach including product, price, place and promotion; create market positions and niche; develop brand image and equity; allocate budget; and control and manage overall markets and marketing activities.

Learning Outcomes

Upon successful completion of the course, students will be able to:

- explain the concepts and emerging trends in marketing
- understand and analyse markets including segments, domestic and international and for product and service
- develop, design and implement marketing mix strategies
- develop positioning and niche strategies
- managing brand and brand equity
- control, expedite and monitor marketing activities.

Course Contents

Keeping in mind the course objectives, followings are the course details.

Unit 1: Introduction

LH 6

Company orientation towards market place; marketing management; value creation; strategic planning at corporate, divisional and marketing level; marketing information system and marketing research; marketing plan and growth strategies; global marketing and global entry strategies.

Unit 2: Marketing environment and customer-driven marketing strategies

LH 4

Marketing environment: immediate and macro; competitor analysis; segmentation process; market targeting and positioning strategies.

Unit 3: Consumer behavior **LH 4**

Consumer buying decision process; determinants of consumer buying decision; organizational buying process and determinants.

Unit 4: Product strategies **LH 4**

Concept and types of products; product line and mix strategies; brand equity and branding strategies; brand positioning; packaging and product labeling; product life cycle marketing strategies; new product development; service products.

Unit 5: Pricing strategies **LH 4**

Concept of pricing; pricing objectives; pricing strategies and methods.

Unit 6: Distribution strategies **LH 4**

Concept of supply chain management, designing marketing channels, channel dynamics and channel conflict.

Unit 7: Communication strategies **LH 4**

Integrated marketing communication; advertising; personal selling; publicity and sales promotion; relationship marketing.

Required Textbook and Materials:

Prescribed Text Book:

Kotler, Philip and Keller, Kevin Lane. (2016). *Marketing management*. 15th edition. England: Person Education Limited.

Suggested Reference:

Grewal, Dhruv and Levy, Michael. (2014). *Marketing*. 4th edition. New York: McGraw-Hill Irvin.

