

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Department of Business Administration)**

MARKETING MANAGEMENT (BBA-190)

CHECKLIST

SEMESTER: AUTUMN 2013

This packet comprises the following material:

1. Text book
2. Assignments No. 1 & 2 along with course outline
3. Assignment forms (2 sets)
4. Tutorial & assignments schedule

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

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WARNING

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Marketing Management (190)
Level: BBA

Semester: Autumn 2013
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No. 1

Note: Attempt all questions. All questions carry equal marks.

- Q. 1 Define holistic marketing concept. Discuss the importance and scope of marketing management. (20)
- Q. 2 How strategic planning is carried out at different levels of the organization? Explain with suitable examples. (20)
- Q. 3 Define Marketing Intelligence system. List and discuss the steps, a company can take to improve the quality of its marketing intelligence. (20)
- Q. 4 How do you define business markets and consumer markets? In how many ways are business markets different from consumer markets? Discuss. (20)
- Q. 5 How can an organization divide a market into segments? Explain. (20)

ASSIGNMENT No. 2

Total Marks: 100

- Q. 1 Describe the product life cycle (PLC) stages. Discuss the marketing strategies appropriate for each stage of PLC. (20)
- Q. 2 How can market leaders expand their market and defend market share? Explain with an example of any organization. (20)
- Q. 3 How can a marketing manager use packaging and labeling as effective tools of marketing? Explain. (20)
- Q. 4 List and explain the six step procedure, an organization undertakes to set prices for its new product? (20)
- Q. 5 Describe the steps involved in developing and managing an advertising program of a company. (20)

MARKETING MANAGEMENT COURSE OUTLINE (BBA-190)

Unit-1 UNDERSTANDING MARKETING MANAGEMENT

1.1 Assessing Marketing's Critical Role in Organizational Performance

- 1.1.1 Doing Business in the global economy
- 1.1.2 What is marketing? The core concept
- 1.1.3 Company orientation towards the marketplace

1.2 Building Customer Satisfaction through Quality, Service and Value

- 1.2.1 Defining customer satisfaction and value
- 1.2.2 Attracting and retaining customers
- 1.2.3 Custom profitability, the ultimate test
- 1.2.4 Implementing total quality marketing

Unit-2 WINNING MARKETS THROUGH MARKET ORIENTED STRATEGIC PLANNING

- 2.1 Corporate and Division Strategic Planning
- 2.2 Business Strategic Planning
- 2.3 The Marketing Process
- 2.4 Product Planning: The Nature and Contents of a Marketing Plan

Unit-3 ANALYZING MARKETING OPPORTUNITES

3.1 Managing Marketing Information and Measuring Market Demand

- 3.1.1 What is a Marketing Information System?
- 3.1.2 Marketing Intelligence System
- 3.1.3 Marketing Research System
- 3.1.4 Marketing Decision Support System

3.2 Scanning the Marketing Environment

- 3.2.1 Analyzing Needs and Trends in the Macro Environment
- 3.2.2 Identifying and Responding to the Major Macro Environment Forces

3.3 Analyzing Consumer Markets and Buying Behavior

- 3.3.1 Models of Consumer Behavior
- 3.3.2 Major Factors Influencing Buying Behavior
- 3.3.3 The Buying Process

Unit-4 ANALYSING MARKETS

4.1 Analyzing Business Markets, Business Buying Behavior, Industries and Competitors

- 4.1.1 What is Organizational Buying
- 4.1.2 Identifying Competitors Strategies
- 4.1.3 Determining Competitors Objectives
- 4.1.4 Assessing Competitors Strengths and Weaknesses
- 4.1.5 Selecting Competitors to Attack and Avoid

Unit-5 MARKET SEGMENTS AND TARGET MARKETS

5.1 Identifying Market Segments and Selecting Market Targets

5.1.1 Market Segmentation

5.1.2 Market Targeting

Unit-6 DEVELOPING MARKET STRATEGIES-1

6.1 Differentiating and positioning the market

6.1.1 Tools for competitive differentiation

6.1.2 Developing Positioning Strategy

6.2 Developing New Products

6.2.1 Challenges in New Product Development

6.2.2 Managing the New Product Development

6.2.3 The Consumer Adoption Process

6.3 Managing Life Cycle Strategies

6.3.1 The Product Life Cycle

6.3.2 Marketing Strategies throughout the PLC

Unit-7 DEVELOPING MARKETING STRATEGIES-2

7.1 Designing Marketing Strategies for Leaders, Challengers, Follower, and Nichers

7.1.1 Market Leaders Strategies

7.1.2 Market Challenger Strategies

7.1.3 Market Follower Strategies

7.1.4 Market Nicher Strategies

7.2 Designing and Managing Global marketing Strategies

7.2.1 Deciding Whether to Go Abroad

7.2.2 Deciding Which Markets to Enter

7.2.3 Deciding How to enter the market

7.2.4 Deciding on the Marketing Program

Unit-8 PLANNING MARKETING PROGRAMS-1

8.1 Managing Product Lines, Brands, and Packaging

8.1.1 Product Mix Decisions

8.1.2 Product Line Decisions

8.1.3 Product Brand Decisions

8.1.4 Packaging and Labeling Decisions

8.2 Managing Service Business

8.2.1 The Nature and Classification of Services

8.2.2 Characteristics of Services and their marketing

8.2.3 Marketing Strategies for Servicing Firms

8.3 Designing Pricing Strategies and Programs

8.3.1 Setting the Price

8.3.2 Adapting the Price

8.4 Selecting and managing marketing Channels

8.4.1 Channel Design Decisions

8.4.2 Channel Management Decisions

8.5 Managing Retailing, Wholesaling, and Market Logistics

- 8.5.1 Retailing
- 8.5.2 Wholesaling
- 8.5.3 Market Logistics

Unit-9 PLANNING MARKETING PROGRAM-2

9.1 Designing and Managing Integrated Marketing Communication

- 9.1.1 A View of the Communication Process
- 9.1.2 Developing Effective Communication

9.2 Managing Advertising, Sales Promotion, and Public Relationing

- 9.2.1 Developing and managing Advertising Program
- 9.2.2 Sales Promotion
- 9.2.3 Public Relations

9.3 Managing the Sales Force

- 9.3.1 Designing the Sales Force
- 9.3.2 Managing the Sales Force
- 9.3.3 Principles of Personal Selling

9.4 Managing Direct and Online Marketing

- 9.4.1 The Growth and Benefits of Direct marketing
- 9.4.2 Major Channels of Direct marketing

9.5 Managing the Marketing Effort

- 9.5.1 Company organization
- 9.5.2 Marketing organization
- 9.5.3 Marketing Implementation
- 9.5.4 Controlling marketing activities

Recommended Books:

Kotler, P., & Keller, K. L. (2011). *Marketing Management* (14th ed.). New Jersey: Prentice Hall.

Dicksan, P. (2008). *Marketing Management* (International ed.). New York: McGraw Hills Inc.

