

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

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**MARKETING MANAGEMENT (573)**

**CHECKLIST**

**SEMESTER: AUTUMN 2013**

This packet comprises the following material:

1. Text Book
2. Course Outline
3. Assignment No 1 & 2
4. Assignment Forms (2 sets)

Please contact at the address given below if you find anything missing out of the packet:

Mailing Officer,  
Mailing Section, Block-27,  
Allama Iqbal Open University,  
H-8, ISLAMABAD.  
Phone: 051-9057611-12

*Muhammad Ayub Shaikh*  
Course Coordinator

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

**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".**

**ASSIGNMENT No. 1**

**Course:** Marketing Management (573)  
**Level:** MBA

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

- Q. 1 Marketing concept does not imply that marketing executives will run the firm. The concept requires only that whoever is in top management be market oriented. "Give example of how a production manager, company treasures, or personal manager can be market oriented? **(20)**
- Q. 2 Discuss the role of research in marketing management process. Explain in detail the marketing research process and elaborate the objectives of research, while taking any example from your area. **(20)**
- Q. 3 Describe the environment and its general plus specific forces. How do these create an opportunities and threats for business manager? Also discuss the characteristics to keep environment stable. Your answer must be in context with any business or commercial the environment. **(20)**
- Q. 4 Services are an important element of gross domestic product, nature of services provided by public sector in your area and give an analysis of its benefits to the community, relate these services to the objectives of that organization in terms of achievement. **(20)**
- Q. 5 (a) Name some companies that you believe are still in the product or sales stages in the evolution of marketing. Explain why choose each of them? **(10)**  
(b) Name two services firms that in your opinion, doing a good marketing job. Then name some that you think doing a poor marketing job. Explain your reasoning in each case. **(10)**

## **ASSIGNMENT No. 2**

**Total Marks: 100**

**Pass Marks: 40**

This assignment is a research-oriented activity. You are required to obtain information relating to any business or commercial organization, write a paper of about 10 pages on the topic allotted to you. You are required to prepare two copies of Assignment # 2. Submit one copy to your tutor/teacher for evaluation and the second copy for presentation in the workshop in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination. Student studying at the approved Study Centers of AIOU are required to present the same at their study centers.

- i. Introduction to the topic
- ii. Important sub-topics
- iii. Practical study of the organization with respect to the topic
- iv. Review of theoretical and practical situations
- v. Merits, demerits, deficiencies or strengths of the organization with respect to topic under study
- vi. Conclusions and recommendations
- vii. Annex, if any

You may use transparencies, charts or any other material for effective presentation. You are required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic number 5 (the last digit).

### **TOPICS:**

0. Market Segmentation
1. Developing a Positioning Strategy
2. Sales Promotion
3. Marketing Strategies Throughout the Product Life Cycle
4. Marketing Decision Support System
5. Challenges in new Product Development
6. Management Strategies for Market Leaders and Followers
7. Integrated Direct Marketing
8. The Marketing Process
9. Factors Influencing Buying Behavior

## **MARKETING MANAGEMENT (573) COURSE OUTLINE**

### **Unit-1: Understanding Marketing Management**

- 1.1 Assessing Marketing's Critical Role in Organizational Performance
- 1.1.1 Marketing Management

- 1.1.2 Company Orientations Towards the Marketplace
- 1.1.3 Adoption of Marketing
- 1.2 Building Customer Satisfaction through Quality, Service and Value
  - 1.2.1 Defining Customer Value and Satisfaction
  - 1.2.2 Delivering Customer Value and Satisfaction
  - 1.2.3 Attracting and Retaining Customers
  - 1.2.4 Custom Profitability: The Ultimate Test
  - 1.2.5 Implementing Total Quality Marketing

### **Unit-2: Winning Markets through Market-Oriented Strategic Planning**

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

### **Unit-3: Analyzing Marketing Opportunities**

- 3.1 Managing Marketing Information and Measuring Market Demand
  - 3.1.1. Marketing Information System
  - 3.1.2. Marketing Intelligence System
  - 3.1.3. Marketing Research System
  - 3.1.4. Marketing Decision Support System
  - 3.1.5. Overview of Forecasting and Demand Measurement
- 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 Factors Influencing Buying Behavior
  - 3.3.3 Buying Process

### **Unit-4: Analyzing Marketing**

- 4.1 Analyzing Business Markets and Business Buying Behavior
  - 4.1.1 Organizational Buying
  - 4.1.2 Institutional and Government Markets
- 4.2 Analyzing Industries and Competitors
  - 4.2.1 Identifying Competitors
  - 4.2.2 Identifying Competitors Strategies
  - 4.2.3 Determining Competitors Objectives
  - 4.2.4 Assessing Competitors Strengths and Weaknesses
  - 4.2.5 Estimating Competitors Reaction Patterns
  - 4.2.6 Designing the Competitive Intelligence System
  - 4.2.7 Selecting Competitors to Attack and Avoid
  - 4.2.8 Balancing Customer and Competitor Orientations
- 4.3 Identifying Market Segments and Selecting Market Targets
  - 4.3.1 Market Segmentation
  - 4.3.2 Market Targeting

### **Unit-5: Developing Marketing Strategies - I**

- 5.1 Differentiating and Positioning the Market Offering
  - 5.1.1 Tools for Competitive Differentiation
  - 5.1.2 Developing a Positioning Strategy
  - 5.1.3 Communicating the Company's Positioning
- 5.2 Developing New Products
  - 5.2.1 Challenges in New Product Development
  - 5.2.2 Effective Organizational Arrangements
  - 5.2.3 Managing the New Product Development Process
  - 5.2.4 Consumer Adoption Process
- 5.3 Managing Life-Cycle Strategies
  - 5.3.1 Product Life Cycle
  - 5.3.2 Marketing Strategies Throughout the PLC
  - 5.3.3 Market Evolution

### **Unit-6: Developing Marketing Strategies - II**

- 6.1 Designing Marketing Strategies for Market Leaders, Challengers, Followers, and Nichers
  - 6.1.1 Market Leader Strategies
  - 6.1.2 Market Challenger Strategies
  - 6.1.3 Market-Follower Strategies
  - 6.1.4 Market-Nicher Strategies
- 6.2 Designing and Managing Global Marketing Strategies
  - 6.2.1 Deciding Whether to go Abroad
  - 6.2.2 Deciding Which Market to Enter
  - 6.2.3 Deciding How to Enter the Market
  - 6.2.4 Deciding the Marketing Program
  - 6.2.5 Deciding the Marketing Organization

### **Unit-7: Planning Marketing Programs**

- 7.1 Managing Product Lines, Brands, and Packaging
  - 7.1.1 Product-Mix Decisions
  - 7.1.2 Product-Line Decisions
  - 7.1.3 Brand Decisions
  - 7.1.4 Packaging and Labeling Decisions
- 7.2 Managing Service Business and Product Support Services
  - 7.2.1 Nature and Classification of Services
  - 7.2.2 Characteristics of Services and Their Marketing Implications
  - 7.2.3 Marketing Strategies for Service Firms
  - 7.2.4 Managing Product Support Services
- 7.3 Designing Pricing Strategies and Programs
  - 7.3.1 Setting the Price
  - 7.3.2 Adapting the Price
  - 7.3.3 Initiating and Responding to Price Changes
- 7.4 Selecting and Managing Marketing Channels
  - 7.4.1 Channel Design Decisions
  - 7.4.2 Channel Management Decisions

- 7.4.3 Channel Dynamics
- 7.4.4 Channel Cooperation, Conflict, and Competition
- 7.5 Managing Retailing, Wholesaling, and Market Logistics
  - 7.5.1 Retailing
  - 7.5.2 Wholesaling
  - 7.5.3 Market Logistics

**Unit-8: Planning Market Program**

- 8.1 Designing and Managing Integrated Marketing Communications
  - 8.1.1 View of the Communication Process
  - 8.1.2 Developing Effective Communications
- 8.2 Managing Advertising, Sales Promotion, and Public Relations
  - 8.2.1 Developing and Managing an Advertising Program
  - 8.2.2 Sales Promotion
  - 8.2.3 Public Relations
- 8.3 Managing the Sales Force
  - 8.3.1 Designing the Sales Force
  - 8.3.2 Managing the Sales Force
  - 8.3.3 Principles of Personal Selling
- 8.4 Managing Direct and Online Marketing
  - 8.4.1 Growth and Benefits of Direct Marketing
  - 8.4.2 Customer Databases and Direct Marketing
  - 8.4.3 Major Channels for Direct Marketing
  - 8.4.4 Marketing in the Twenty-First Century and Online Marketing
  - 8.4.5 Growing Use of Integrated Direct Marketing
  - 8.4.6 Public and Ethical Issues in the Use of Direct Marketing

**Unit-9: Organizing, Implementing, Evaluating, and Controlling Marketing Activities**

- 9.1 Company Organization
- 9.2 Marketing Organization
- 9.3 Marketing Implementation
- 9.4 Controlling Marketing Activity

**Recommended Books:**

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

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

Doyle, P. (2010). *Marketing Management and Strategy* (3<sup>rd</sup> ed.). New York: Prentice Hall.

Jegdes, S., & Dennis, E. (2009). *Marketing Management: A Comprehensive Reader* (International ed.). New York: McGraw Hills Inc.

