

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

**MARKETING MANAGEMENT (8511)**

**CHECKLIST**

**SEMESTER: SPRING 2014**

This packet comprises the following material:

- 1) Text book
- 2) Course Outlines
- 3) Assignments 1, & 2
- 4) Assignment Forms (6)

In this packet, if you find anything missing from the above-mentioned material, please contact Director, Admissions & Mailing (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 (8511)**  
**Level: M. Com**

**Semester: Spring 2014**  
**Total Marks: 100**  
**Pass Marks: 50**

**ASSIGNMENT No. 1**

- Q. 1 (a) Define and describe the holistic marketing concept and its components. For an organization of your choice, how can you prove that it has adopted the holistic marketing concept? Develop appropriate marketing objectives for this organization. **(10)**
- (b) Select a business organization and describe its competitive environment for the products or services. What are the implications of this for the selected organization? **(10)**
- Q. 2 (a) Explain what are the possible conflicts between marketing and other functional areas and why? How can these conflicts be reduced or avoided?**(10)**
- (b) What factors can be used to classify non-profit marketing? Select two organizations, a non-profit and a profit-oriented organization, and describe the similarities and differences in their marketing efforts. **(10)**
- Q. 3 (a) Select two organizations of your choice, and compare and contrast their new product planning process. **(10)**
- (b) Identify a product in the market that has been in existence for 20 or more years and explain why it has been successful for so long? **(10)**
- Q. 4 On the basis of your learning from this course develop a framework of evaluation of packaging. Evaluate recent package redesigns of three products of your choice using the framework. **(20)**
- Q. 5 (a) If demand determines the price ceiling and cost determines the price floor, what is the role of competition in pricing? **(10)**
- (b) What is the logic behind break-even analysis? Explain with examples the limitations of break-even analysis. **(10)**

## **ASSIGNMENT No. 2**

**Total Marks: 100**

This assignment is a research-oriented activity. You are required to obtain information relating to any business/commercial organization and prepare a paper of about 10 pages on the topic allotted to you. You are required to prepare two copies of Assignment No. 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. Students studying at the approved Study Centers of AIOU are required to present the same at their study centers.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) SWOT analysis of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You may use power point, charts or any other material for effective presentation. You are also 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 No.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**

## **COURSE OUTLINES (M. Com 8511)**

### **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 toward the Marketplace
- 1.1.3 The 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 Management

### **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 The 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 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
- 3.1.5 An 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 Major Factors Influencing Buying Behavior
- 3.3.3 Buying Process

### **Unit-4: ANALYSING MARKETING**

#### **4.1 Analyzing Business Markets and Business Buying Behavior**

- 4.1.1 What is 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 The 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 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