

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

MARKETING MANAGEMENT (MBA-9519)

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 (9519)
Level: MBA (Rural Management)

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

ASSIGNMENT No. 1

- Q. 1 Discuss the importance and scope of marketing. Also list and describe the ten types of entities marketed by marketing people. **(20)**
- Q. 2 How the strategic planning is carried out at different levels of an organization? Elaborate with the help of examples. **(20)**
- Q. 3 Define Marketing Intelligence System. Discuss the various steps to improve the quality of marketing intelligence of an organization. **(20)**
- 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 Explain in how many ways business markets are different from consumer markets? Also differentiate the three types of buying situations during the purchase decisions. **(20)**

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. The student must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

ASSIGNMENT No. 2

Total Marks: 100

This assignment is a research-oriented activity. You are required to obtain information from a business/commercial organization and prepare a report of about 1000 words on the issue allotted to you to be submitted to your teacher for evaluation.

You are required to select one of the following issues according to the last digit of your roll number. For example, if your roll number is P-3427180 then you will select issue # 0 (the last digit): -

TOPICS:

0. Marketing Information System
1. Analyzing Competitors and Designing Competitive Intelligence System
2. Global Marketing Strategies
3. Marketing Strategies throughout the Product Life Cycle
4. Marketing Strategies of a Mobile Network Operator
5. Managing Direct and Online Marketing
6. Marketing Activities of a Private Bank
7. Designing and Managing Promotion Tools
8. Marketing Strategies of an Automobile Assembler Company
9. Corporate Strategic Planning

The report should follow the following format:

- 1) Title page
- 2) Acknowledgements
- 3) An abstract (one page summary of the paper)
- 4) Table of contents
- 5) Introduction to the topic (brief history & significance of topic assigned)
- 6) Practical study of the organization (with respect to the topic)
- 7) Data collection methods
- 8) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the topic assigned
- 9) Conclusion (one page brief covering important aspects of your report)
- 10) Recommendations (specific recommendations relevant to topic assigned)
- 11) References (as per APA format)
- 12) Annexes (if any)

GUIDELINES FOR ASSIGNMENT # 2:

- 1.5 line spacing
- Use headers and subheads throughout all sections
- Organization of ideas
- Writing skills (spelling, grammar, punctuation)
- Professionalism (readability and general appearance)
- Do more than repeat the text

- Express a point of view and defend it.

WORKSHOPS

The workshop presentations provide you opportunity to express your communication skills, knowledge & understanding of concepts learned during practical study assigned in assignment # 2.

You should use transparencies and any other material for effective presentation. The transparencies are not the presentation, but only a tool; the presentation is the combination of the transparencies and your speech. Workshop presentation transparencies should only be in typed format.

The transparencies should follow the following format:

- 1) Title page
- 2) An abstract (one page summary of the paper)
- 3) Introduction to the topic (brief history & significance of topic assigned)
- 4) Practical study of the organization (with respect to the topic)
- 5) Data collection methods
- 6) SWOT analysis (strengths, weaknesses, opportunities & threats) relevant to the topic assigned
- 7) Conclusion (one page brief covering important aspects of your report)
- 8) Recommendations (specific recommendations relevant to topic assigned)

GUIDELINES FOR WORKSHOP PRESENTATION:

- Make eye contact and react to the audience. Don't read from the transparencies or from report, and don't look too much at the transparencies (occasional glances are acceptable to help in recalling the topic to cover).
- A 15-minute presentation can be practiced several times in advance, so do that until you are confident enough. Some people also use a mirror when rehearsing as a substitute for an audience.

WEIGHTAGE OF THEORY & PRACTICAL ASPECTS IN ASSIGNMENT # 2 & WORKSHOP PRESENTATIONS

Assignment # 2 & workshop presentations are evaluated on the basis of theory & its applicability. The weightage of each aspect would be:

Theory:	60%
Applicability (practical study of the organization):	40%

MARKETING MANAGEMENT COURSE OUTLINES (MBA-9519)

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 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 Marketing Process
- 2.5 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
- 3.1.5 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 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

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.

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

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

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