

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 THE AWARD OF DEGREE/CERTIFICATE IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Marketing Theory & Practice (5005)
Level: MSc (Administrative Sciences)

Semester: Spring, 2024

Please read the following instructions for writing your assignments.

(AD, BS, BEd, MA/MSc, MEd) (ODL Mode)

1. All questions are compulsory and carry equal marks but within a question, the marks are distributed according to its requirements.
2. Read the question carefully and then answer it according to the requirements of the question.
3. Avoid irrelevant discussion/information and reproducing from books, study guide or allied material.
4. Hand written scanned assignments are not acceptable.
5. Upload you typed (in Word or PDF format) assignments on or before the due date.
6. Your own analysis and synthesis will be appreciated.
7. Late assignments can't be uploaded at LMS.
8. The students who attempt their assignments in Urdu/Arabic may upload a scanned copy of their hand written assignments (in PDF format) on University LMS. The size of the file should not exceed 5 MB.

Instructions: To answer each question please pursue the following guidelines:

- Review the literature to develop your understanding of the topic.
- Find the practical examples from authentic sources
- Build up arguments to support your conclusion
- Use Internet and Library sources to enrich your answers
- To maintain your academic integrity and honesty please **integrate source material**.
- There are three ways to integrate source material into your writing. You may
 - o Quote it.
 - o Paraphrase it.
 - o Summarize it.
- Late assignments will not be entertained

ASSIGNMENT No. 1

Total Marks: 100

Pass Marks: 50

- Q.1 Explain the concept of exchange, including the conditions that must exist for an exchange to occur, and give an example of an exchange that does not involve money. **(20)**
- Q.2 What do you understand by ‘Strategic Business Units’? Describe its background concept. **(20)**
- Q.3 With a suitable example, discuss the differences among client, customer and consumer. **(20)**
- Q.4 Explain the key changes in the political and cultural environment. **(20)**
- Q.5 Define the marketing information system and discuss its parts. **(20)**

ASSIGNMENT No. 2

Total Marks: 100

Pass Marks: 50

This assignment is a research-oriented activity. You are required to visit any business/commercial organization and write 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 before final examination.

Topics:

1. Psychological Pricing
2. Product Line
3. An Organization’s Internal Environment
4. Industrial Market
5. Promotional Mix
6. International Marketing
7. Marketing of Services
8. Geographic Pricing Strategies
9. Forecasting Market Demand

Guidelines for the submission of assignments

You are required to select one of the above topics according to the last digit of your roll number. For example, if your roll number is P-3427180 then you will select topic # 8 (the last digit).

MARKETING THEORY & PRACTICE (5005)

Course Outline (MSc Administrative Sciences)

UNIT-1 AN INTRODUCTION TO MARKETING

- 1.1 The Field of Marketing
 - 1.1.1 Nature and Scope of Marketing
 - 1.1.2 Present-Day Importance of Marketing
 - 1.1.3 The Marketing Concept
 - 1.1.4 Marketing Management and Its Evaluation
- 1.2 The Marketing Environment
 - 1.2.1 External Macro Environment
 - 1.2.2 External Micro Environment
 - 1.2.3 An Organization's Internal Environment
- 1.3 Strategic Marketing Planning
 - 1.3.1 Managing a Marketing System
 - 1.3.2 Nature and Scope of Planning
 - 1.3.3 Strategic Company Planning and Marketing Planning
- 1.4 Marketing Information Systems and Marketing Research
 - 1.4.1 Meaning and Importance of Marketing Information System
 - 1.4.2 Scope of Marketing Research and Procedure in Marketing Research

UNIT-2 TARGET MARKETS

- 2.1 Market Demographics and Buying Behaviour
 - 2.1.1 Market Opportunity Analysis
 - 2.1.2 Population: Its Distribution and Composition
 - 2.1.3 Consumer Income and Its Distribution
 - 2.1.4 Consumer Expenditure Patterns
- 2.2 Social Group and Psychological Influences on Buyer Behaviour
 - 2.2.1 Importance and Difficulty of Understanding Consumer Behaviour
 - 2.2.2 Cultural Influences
 - 2.2.3 Social Group Influences
 - 2.2.4 Psychological Determinants of Buyer Behaviour
 - 2.2.5 Decision Making Process in Buying
- 2.3 The Industrial Market
 - 2.3.1 Nature Scope and Importance of the Industrial Market
 - 2.3.2 Characteristics of Industrial Market Demand
 - 2.3.3 Determinants of Industrial Market Demand
- 2.4. Market Segmentation and Forecasting Market Demand
 - 2.4.1 Nature of Market Segmentation
 - 2.4.2 Bases of Market Segmentation and Target-Market Strategies
 - 2.4.3 Forecasting Market Demand

UNIT-3 THE PRODUCT

- 3.1 Product Planning and Development
 - 3.1.1 The Meaning of Product
 - 3.1.2 Classification of Products
 - 3.1.3 Importance of Product Innovation and Development of New Products
 - 3.1.4 Organizing for Product Innovation
 - 3.1.5 Why New Products Fail or Succeed
- 3.2 Product-Mix Strategies
 - 3.2.1 Product Mix and Product Line
 - 3.2.2 Major Product-Mix Strategies
 - 3.2.3 Concept of the Product Life Cycle
 - 3.2.4 Planned Obsolescence and Fashion
- 3.3 Brands, Packaging and Other Product Features
 - 3.3.1 Brands
 - 3.3.2 Packaging and Labeling
 - 3.3.3 Other Image-Building Features

UNIT-4 THE PRICE

- 4.1 Pricing Objectives and Price Determination
 - 4.1.1 Nature and Importance of Price
 - 4.1.2 Pricing Objectives
 - 4.1.3 Factors Influencing Price Determination
- 4.2 Basic Methods of Setting Prices
 - 4.2.1 Cost Plus Pricing
 - 4.2.2 Break-Even Analysis
 - 4.2.3 Prices Based on a Balance between Supply and Demand
 - 4.2.4 Prices Set to Market Alone
- 4.3 Pricing Strategies and Policies
 - 4.3.1 Discounts and Allowances
 - 4.3.2 Geographic Pricing Strategies
 - 4.3.3 One Price versus Flexible Prices Strategy
 - 4.3.4 Skimming and Penetration Pricing
 - 4.3.5 Unit Pricing, Price Lining, Resale Price Maintenance, Leader Pricing and Psychological Pricing
 - 4.3.6 Pricing versus Nonprice Competition

UNIT-5 THE DISTRIBUTION-I

- 5.1 The Retail Market and Retailing Institutions
 - 5.1.1 Middlemen and Channels of Distribution
 - 5.1.2 Nature of Retail Markets
 - 5.1.3 Classification of Retailers
 - 5.1.4 The Future in Retailing
- 5.2 The Wholesale Market and Wholesaling Middlemen
 - 5.2.1 Nature and Importance of Wholesaling

- 5.2.2 Merchant Wholesalers
- 5.2.3 Agent Wholesaling Middlemen
- 5.2.4 Future of the Wholesaler

UNIT-6 THE DISTRIBUTION-II

- 6.1 Channel of Distribution Conflict, Cooperation and Management
 - 6.1.1 Conflict and Cooperation in Distribution Channel
 - 6.1.2 Selecting Channels of Distribution
 - 6.1.3 Determining Intensity of Distribution
- 6.2 Management of Physical Distribution
 - 6.2.1 Nature and Importance of Physical Distribution Management
 - 6.2.2 The Strategic Use of Physical Distribution
 - 6.2.3 Major Tasks in Physical Distribution Management

UNIT-7 THE PROMOTION

- 7.1 The Promotional Programme
 - 7.1.1 Meaning and Importance of Promotion
 - 7.1.2 The Communication Process
 - 7.1.3 Determination of Promotional Mix
 - 7.1.4 Determination of Total Promotional Appropriation
 - 7.1.5 The Campaign Concept: An Exercise in Strategic Planning
- 7.2 Management of Personal Selling
 - 7.2.1 Nature and Importance of Personal Selling
 - 7.2.2 The Strategic Personal Selling Process
 - 7.2.3 Strategic Sales Force Management and Operating a Sales Force
 - 7.2.4 Evaluating a Sales Person's Performance and Publicity
- 7.3 Management of Advertising and Sales Promotion
 - 7.3.1 Nature and Objectives of Advertising
 - 7.3.2 Developing an Advertising Campaign
 - 7.3.3 Evaluating the Advertising Efforts
 - 7.3.4 Organizing for Advertising
 - 7.3.5 Sales Promotion
 - 7.3.6 Publicity and Public Relations

UNIT-8 MARKETING IN SPECIAL FIELDS

- 8.1 Marketing of Services
 - 8.1.1 Nature and Importance of Services
 - 8.1.2 Strategic Programme for the Marketing of Services
- 8.2 International Marketing
 - 8.2.1 Domestic Marketing and International Marketing
 - 8.2.2 Structures of Operating in Foreign Markets
 - 8.2.3 A Strategic Programme for International Marketing
 - 8.2.4 International Trade Balance

UNIT-9 MARKETING MANAGEMENT

- 9.1 Implementation of Marketing Strategy and Performance Evaluation
 - 9.1.1 Implementation of Marketing Strategy
 - 9.1.2 Evaluating Marketing Performance
 - 9.1.3 Sales Analysis and Marketing Cost Analysis
- 9.2 Marketing Societal Appraisal and Prospects
 - 9.2.1 Criticisms of Marketing
 - 9.2.2 Consumerism: A Criticism of our Marketing System
 - 9.2.3 Responses to Criticisms
 - 9.2.4 A Societal Orientation in Marketing

BOOKS RECOMMENDED:

1. Fundamentals of Marketing by William J. Stanton, Charles Futrell
2. Principles of Marketing by Philip Kotler
3. Basic Marketing by E. Jerome Mc Carthy, William D. Perreault Jr.

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