

**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 Management (5037/8511)  
Level: MBA/M. Com

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.

**ASSIGNMENT No. 1**

**Total Marks: 100**

**Pass Marks: 50**

1. What fundamental principles underlie the field of marketing, and in what ways has it transformed global dynamics? **(20)**
2. How does the marketing approach differ when promoting services compared to marketing tangible products? **(20)**
3. Explain the concept of a marketing intelligence system and detail strategies for enhancing a company's marketing intelligence accuracy. **(20)**
4. Provide insights into consumer behaviour and elaborate on the integral connection it shares with the realm of marketing. **(20)**
5. Define segmentation and elaborate on the various levels and bases employed in the segmentation process. **(20)**

## **ASSIGNMENT No. 2**

**Total Marks: 100**

**Pass Marks: 50**

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

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 P-3427180 then you will select topic number 0 (the last digit): -

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
6. Practical study of the organization concerning the topic
7. Data collection methods
8. Merits, demerits, deficiencies or strengths of the organization concerning topic under study
9. Conclusion (one-page brief covering important aspects of your report)
10. Recommendations (specific recommendations relevant to the 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 students the opportunity to express their 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
4. Practical study of the organization concerning the topic
5. Data collection methods
6. Merits, demerits, deficiencies or strengths of the organization concerning topic under study
7. Conclusion (one-page brief covering important aspects of your report)
8. Recommendations (specific recommendations relevant to the topic assigned)

### **Guidelines for workshop presentation:**

- Make eye contact and react to the audience. Don't read from the transparencies or the 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 practised several times in advance, so does 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 based on theory & its applicability. The weightage of each aspect would be:

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

**PREPARE YOUR ASSIGNMENT AS PER THE GUIDELINES AND IT MAY BE RE-EVALUATED BY THE QUALITY ASSURANCE CELL, DEPARTMENT OF BUSINESS ADMINISTRATION ANY TIME.**

# **MARKETING MANAGEMENT (5037/8511)**

## **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 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 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 Competitor's Objectives
  - 4.2.4 Assessing Competitor's 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**

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

