

**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 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)**

**Semester: Autumn, 2025**

**Level: ADB**

**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.

**Total Marks: 100**

**Pass Marks: 50**

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**ASSIGNMENT No. 1**

**Note: Attempt all questions. All questions carry equal marks.**

- Q. 1 Define advanced marketing concept. Differentiate between selling concept and societal concept. **(20)**
- Q. 2 Why marketing of services is difficult than marketing of goods? Explain with examples. **(20)**
- Q. 3 Define Marketing Intelligence system. List and discuss the steps, a company can take to improve the quality of its marketing intelligence. **(20)**

- Q. 4 How do you define business markets and consumer markets? In how many ways are business markets different from consumer markets? Discuss. (20)
- Q. 5 Why segmentation? Describe levels and bases of segmentation. (20)

## **ASSIGNMENT No. 2**

**Total Marks: 100**

**Pass Marks: 50**

This assignment is a research activity. You are required to visit any business/commercial organization which has its international presence and study their marketing activities and practices as whole of marketing of product and prepare a research report of about 15 to 20 pages on one of the topic given below. To avoid the duplication, you are required to select the topic according to the last digit of your roll number. For example, if your roll number is I-342718 then you will select topic # 8 from the list given below (last digit).

### **Topics:**

1. Understanding Consumers.
2. Marketing Vs Sales
3. Marketing Strategy
4. Segmentation & Targeting
5. Positioning the Products
6. Complaint Handling in Service Delivery
7. Buyer Decision Process
8. Marketing Mix
9. Branding a Product
10. Market Orientation

**The assignment should be developed on the following format:**

- Introduction
- Review of literature
- The data collection
- Data analysis
- Conclusion and recommendations
- References
- Annexes

### **Guidelines for submission of assignments**

You are required to prepare two copies of 2<sup>nd</sup> assignment. Submit one copy to your tutor/teacher for evaluation and the second copy for presentations in the workshop in the presence of the resource persons and classmates, which will be held at the end of the semester prior to the final examination.

# **MARKETING MANAGEMENT (5434)**

## **UNIT-1: MARKETING FUNDAMENTALS**

Overview of the key concepts, Customers and Consumers, Business Marketing, Marketing vs. Sales, The marketing cycle, Marketing's relationships to other functions, managing the marketing process, Marketing Mix

## **UNIT-2: MARKETING STRATEGIES AND PARADIGMS**

Marketing Strategy & Planning Framework, Strategy formulation basics for marketing, Establishing company or divisional benchmarks, Understanding external market drivers and internal business issues, Marketing Orientation/Customer Focus Marketing myopia, Market segment and niches Target market, Product positioning, Market and Market share, The Marketing Plan (framework), Environmental scanning, Industry dynamics , Understanding the competition, Competitive intelligence, Customer research project structure

## **UNIT-3: SERVICES MARKETING**

An overview of the Service Sector and the Foundation of Services Marketing, Various Types of Services as Products, Borderless, Selling Quality, Gaps Analysis; Management of Services, Marketing Handling of Complaints', Consumer Behavior, Factors affecting Consumer Buying Behavior, Buyer decision processes, Maslow's hierarchy of needs

## **UNIT-4: MARKETING RESEARCH**

An overview of Marketing Research Qualitative Marketing Research, Quantitative Marketing Research, Scales and Sampling, Techniques for Data Collection, Industry or Market Research—SWOT Analysis; Competitors Analysis; , Porter 5 Forces Analysis and Benchmarking, Data Analysis techniques used in Marketing Research

## **UNIT-5: PRODUCT MANAGEMENT**

Defining and describing the product, Determining value and benefits, Product and its attributes, Product Differentiation, Product Marketing mix effectiveness, Relating the mix to market segments, Positioning, Understanding life cycle phases, Describing the product development process, Branding basics, Corporate Branding; family Branding; Individual Branding; and Trademark, Packaging and design, Product portfolio considerations

## **UNIT-6: PRODUCT PRICING**

Pricing and Price, Price Points---Psychological Pricing and odd Pricing -Pricing Objectives, Discounts and Allowances -Penetration Pricing, Variable Pricing and Real Time Pricing-Profit Maximization, Price Discrimination -Price Elasticity of Demand, Geographical Pricing and Price Zoning-Cost-Plus Pricing, Rate of Return Pricing, Joint Product Pricing -Transfer Pricing

## **UNIT-7: DISTRIBUTION**

The Concept of channels of Distribution, Retail—shopping malls; Department store; convenience store; Supermarket; Franchising, Wholesaler, Supply Chain and Supply Chain Management, Drop Shipping, Door to Door Shipping, Database Marketing, Multi-level Marketing

### **UNIT-8: PROMOTION**

Marketing Communications, Marketing Communications Planning Framework, Integrated Marketing communications, Sales Promotion, Advertising, Personal Selling, Publicity, Public Relations

### **UNIT-9: INTERNATIONAL MARKETING**

Environmental Forces to consider in international marketing, Adaptations of marketing mixes, Ways to enter foreign markets, Some risks to consider in international marketing: Nationalization, Changing value of currencies, Imposition of tariffs, quotas, and embargoes

#### **Recommended Books:**

- 1) Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2021). Marketing management: An Asian perspective.
- 2) Kotler, P., & Keller, K. L. (2016). *A framework for marketing management* (p. 352). Boston, MA: Pearson.

