

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

MARKETING THEORY & PRACTICE (138)

CHECKLIST

SEMESTER: SPRING 2014

This packet comprises following material:-

1. Text Book
2. Course Outline
3. Assignment No.1, 2
4. Assignment forms (two sets)

If you find anything missing, in this packet, out of the above mentioned material, please contact at the 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 ASSIGNMENT(S) BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

ASSIGNMENT No. 1

(Units: 1-4)

Course: Marketing Theory & Practice (138)
Level: BBA

Semester: Spring 2014
Total Marks: 100
Pass Marks: 40

Instructions: You must answer the questions in your own words. (Copying from books is not permissible). Attempt all questions.

- Q. 1 Define marketing and examine how marketers manage demand and building profitable customer relationships? **(20)**
- Q. 2 How marketing department of an organization prepares its strategic plan? **(20)**
- Q. 3 Internal databases always give information about opportunities and problems help to plan marketing programs and evaluate performance. Being a Marketing Manager of any Fast Moving Consuming Goods (FMCG), what information would you like to have in your internal database? How this information would be used? **(20)**
- Q. 4 (a) What are the ethical issues involved in collecting data during marketing research process? **(10)**
(b) How does mass marketing differ from segment marketing? **(10)**
- Q. 5 (a) Post purchase behavior of the buyer is becoming most important every marketer, why? **(10)**
(b) How companies can position their products for competitive advantage in the marketplace? Discuss. **(10)**

ASSIGNMENT No. 2

Total Marks: 100

Instructions: You must answer the questions in your own words. (Copying from books is not permissible). Attempt all questions.

- Q. 1 What is the difference between a product and service? How service marketing is different from product marketing? Explain with the help of examples. (20)
- Q. 2 Examine product life cycle and answer the following questions? What stage you think is:
- Most critical
 - Most risky
 - Most profitable
 - Most negative
- Your answer must be based on logical arguments. (20)
- Q. 3 Select three different products of your own choice and explain the factors (including demand, competition, costs, and other marketing mix) that have influenced its price? (20)
- Q. 4 Is it more economical for a manufacturer to distribute products through wholesale merchants than to distribute directly to retail merchants? Discuss the advantages of wholesaler in this context. (20)
- Q. 5 Direct marketing is the practice of delivering promotional messages directly to potential customers on an individual basis. Obtain information from any commercial organization (such as Dawlance, Acer, and LG etc.) and answer the following questions:
- What kind of direct marketing efforts they apply?
 - How do they make it easy to order their product?
 - How are their products different from competitors?
 - What are their competitive advantages and disadvantages? (20)

MARKETING THEORY & PRACTICE COURSE OUTLINE (BBA-138)

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 Evolution
- 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 Behavior
 - 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 Behavior
 - 2.2.1 Importance and Difficulty of Understanding Consumer Behavior
 - 2.2.2 Cultural Influences
 - 2.2.3 Social Group Influences
 - 2.2.4 Psychological Determinants of Buyer Behavior
 - 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 in Relation 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 Non-price 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 Program
 - 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 Program 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 Program 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. Jeromme Mc Carthy, William D. Perreault Jr.

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