

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(Commonwealth MBA/MPA Program)**

**MARKETING MANAGEMENT (5565)**

**CHECK LIST**

**SEMESTER: AUTUMN, 2012**

This packet comprises the following material:-

1. Text Books
2. Assignment No. 1, 2
3. Assignment Forms (two sets)
4. Course outlines

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

**Mailing Officer  
Services Block No. 28  
Allama Iqbal Open University  
H-8, Islamabad  
051-9057611-12**

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
(Commonwealth of Learning Executive MBA/MPA Programme)

**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 (5565)**  
**Level Executive MBA/MPA**

**Semester: Autumn, 2012**  
**Total Marks: 100**

**Instructions**

- All written assignment must be well organized, presented in an easy-to-read format, and neat. If your handwriting is not legible, type or compose the written assignment. Moreover, pay particularly close attention to grammar, spelling punctuation and understandability. Communication is extremely important in this course.
- Documentation is likewise very important. Un-supported statements or opinions are worth less to the reader who desires to verify your finding. Complete and specific documentation is mandatory. Also, your references should be to primary sources, except in rare unusual situation.
- Quoting should be kept to an absolute minimum.

**Assignment No.1**

**(Units: 1-5)**

- Q.1 What relevance you see between Physiological and Sociological needs with contemporary marketing? How the human needs are converted into demands. Discuss the complete transformational process with the help of any food item from local environment. **(20)**
- Q.2 Highlight the importance of Marketing Planning Variables of Social Marketing Planning System in detail. What implications you think it has with reference to Pakistani environment? **(20)**
- Q.3 All activities or benefits that one party can offer to another that is essentially intangible and does not result in the ownership of anything are referred as service marketing. How the marketing strategy to market a service is different from

product marketing. Highlight the key features of marketing strategy for service marketing in this regard? **(20)**

- Q. 4 Elaborate the nature and significance of various components of marketing mix with special reference of telecom sector of Pakistan. Which particular component is most critical for telecom sector and why? **(20)**
- Q. 5 Market segmentation is a process of defining and subdividing a large homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics. What advantages a marketer obtains by segmenting market and what are the bases of segmentation? **(20)**

## **Assignment No.2**

**Total Marks: 100**

1. This assignment is a research-oriented activity. You are required to develop a term paper and submit to the tutor for evaluation prior to the final examination. The last date of this assignment will be notified separately by our directorate of regional services and the same will be communicated to you directly as well as through approved study centers assigned to you.
2. You will have to participate in the activity fully, actively, and practically to be eligible to sit in the final examination of the course. Please send one copy of this assignment to COL MBA/MPA Programme, Block No. 11, Allama Iqbal Open University, Sector H-8, Islamabad.
3. For the preparation of this assignment, you should first thoroughly review the conceptual framework of the topic and develop a scholarly material of the same giving references, quotations, and extracts of various scholars and experts. Then visit any business/commercial organization and study the relevant practical aspects there. Combining the theoretical and practical aspects, develop a comprehensive paper consisting of at least 20 to 25 typed pages to be submitted to your tutor.
  - a) Introduction to the topic
  - b) Important sub-topics
  - c) Practical study of the organization with respect to the topic
  - d) Review of theoretical and practical situations, merits, de-merits deficiencies or strengths of the organization with respect to the topic under study.
  - e) Conclusion and recommendation
  - f) Annex, if any
4. Prepare a copy of this assignment and submit to your tutor for your evaluation.
5. You should add any illustrative material/data/tables/analysis for effective submission.
6. If you fail to submit this assignment in the class, then you will not be able to sit in the final examination conducted by AIOU.
7. A number of topics given below are the general aspects of the course and you are required to select one of the topics according to the last digit of your roll number.

For example, if the roll number is N-9337241, you will select topic number 1, and if the roll number is O-3427185 then you will select topic number 5 (the last digit).

1. The relationship between marketing mix and marketing planning
  2. Characteristics of services and challenges for marketing managers
  3. Benefits of marketing information system
  4. Marketing strategies during stages of product life cycle
  5. Challenges in new product development and launching
  6. Pricing strategy for business goods
  7. Logistics management and physical distribution in Pakistan
  8. Measuring the effectiveness of advertising
  9. Motivating personnel in personal selling
  10. Role of time series analysis in sales-forecasting
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## **MARKETING MANAGEMENT (5565) COURSE OUTLINE**

### **Block-1 Introduction to Marketing**

- 1.1 The Concept of Marketing
- 1.2 The Significance of Marketing
- 1.3 The Marketing Strategy
- 1.4 Market Segmentation
- 1.5 The Marketing Mix (An Overview)
  - 1.5.1 Product Planning
  - 1.5.2 Promotion
  - 1.5.3 Physical Distribution
  - 1.5.4 Pricing

### **Block-2 Marketing in Developing Economy**

- 2.1 Introduction to Economic Development
- 2.2 Relationship between marketing and economic development
- 2.3 Marketing at Different Levels of Economic Development
- 2.4 Relevance of Marketing in a Developing Economy
- 2.5 Areas of Relevance with Reference to Pakistan
- 2.6 The Relevance of Social Marketing
- 2.7 The Role of Marketing in Relation to some Selected Sectors

### **Block-3 Marketing of Services**

- 3.1 The Concept of Service
- 3.2 Reasons for Growth of the Service Sector
- 3.3 Characteristics of Services
- 3.4 Elements of Marketing Mix in Service Marketing
  - 3.4.1 Product
  - 3.4.2 Pricing
  - 3.4.3 Promotion

- 3.4.4 Distribution
- 3.4.5 People
- 3.4.6 Physical Evidence
- 3.4.7 Process

#### **Block-4 Planning Marketing Mix**

- 4.1 Introduction to Marketing Mix and Marketing Planning
- 4.2 The Elements of the Marketing Mix
- 4.3 The Place of the Marketing Mix in Marketing Planning
- 4.4 The Relationship Between Marketing Mix and Marketing Strategy
- 4.5 The Concept of Optimum Marketing Mix
- 4.6 Marketing Mix-Some Specific Situations

#### **Block-5 Market Segmentation**

- 5.1 Introduction to Segmentation
- 5.2 The Concept of a Market
- 5.3 The Concept of Segment
- 5.4 Market Segmentation versus Product Differentiation
- 5.5 Benefits and Doubts about Segmentation
- 5.6 What is Grouped in Forming Segment?
- 5.7 Bases for Segmentation
- 5.8 How is the Basis for Segmentation Selected?
- 5.9 Selection of Segments

#### **Block-6 Marketing Organization**

- 6.1 Introduction to Marketing Organization
- 6.2 Principles of Designing and Organisation?
- 6.3 Significance of Marketing Organisation?
- 6.4 The Changing Role of Marketing Organisation
- 6.5 Considerations Involved in Designing the Marketing Organisation
- 6.6 Methods of Designing the Marketing Organisation
- 6.7 Organisation of Corporate Marketing

#### **Block-7 Marketing Research and its Application**

- 7.1 Introduction to the Research
- 7.2 The Context of Marketing Decisions
- 7.3 Definition of Marketing Research.
- 7.4 Purpose of Marketing Research.
- 7.5 Scope of Marketing Research.
- 7.6 Marketing Research Procedure
- 7.7 Applications of Marketing Research
- 7.8 Problems of Conducting Marketing Research in Pakistan

#### **Block-8 Determinants of Consumer Behaviour**

- 8.1 Introduction to Consumer Behavior

- 8.2 Importance of Consumer Behaviour for Marketers
- 8.3 Types of Consumers
- 8.4 Buyer Versus User
- 8.5 A Model of Consumer Behaviour
- 8.6 Factors influencing Consumer Behaviour
  - 8.6.1 Psychological Factors
  - 8.6.2 Personal Factors
  - 8.6.3 Social Factors
  - 8.6.4 Cultural Factors

### **Block-9 Models of Consumer Behavior**

- 9.1 What is a Decision?
- 9.2 Levels of Consumer Decisions
- 9.3 Process of Decision-Making
- 9.4 Types of Purchase Decision Behaviour
- 9.5 Stages in the Buyer Decision Process
- 9.6 Models of Buyer Behaviour

### **Block-10 Consumer Environment of Pakistan**

- 10.1 Demographic Characteristics
- 10.2 Income and Consumption Characteristics
- 10.3 Characteristics of Organisational Consumers
- 10.4 Geographic Characteristics
- 10.5 Socio Cultural Characteristics

### **Block-11 Product Decisions and Strategies**

- 11.1 What is a Product?
- 11.2 Types of Products
- 11.3 Marketing Strategy for Different Types of Products
- 11.4 Product Line Decision
- 11.5 Diversification

### **Block-12 Product Life Cycle and New Product Development**

- 12.1 The Product Life Cycle Concept
- 12.2 Marketing Mix at Different Stages
- 12.3 Options in Decline Stage
- 12.4 Introduction to New Product Development and Management
- 12.5 New Product Development Process
- 12.6 Product Modifying Process

### **Block-13 Branding and Packaging Decisions**

- 13.1 Introduction to Brand Name and Trade Mark
- 13.2 Branding Decisions
- 13.3 Advantages and Disadvantages of Branding

- 13.4 Selecting a Brand Name
- 13.5 Packaging
- 13.6 Packaging industry
- 13.7 Functions of Packaging
- 13.8 Legal Dimensions of Packaging

#### **Block-14 Pricing Policies and Practices**

- 14.1 Introduction to Price
- 14.2 Determinants of Pricing
- 14.3 Role of Costs in Pricing
- 14.4 Pricing Methods
- 14.5 Objectives of Pricing Policy
- 14.6 Consumer Psychology and Pricing
- 14.7 Pricing of Industrial goods
- 14.8 Pricing over the Life-cycle of the Product
- 14.9 Nature and Use of Pricing Discounts
- 14.10 Product Positioning and Price
- 14.11 Non-price Competition

#### **Block-15 Marketing Communication**

- 15.1 How Communication Works?
- 15.2 How Communication Influence the Role of Promotion in Marketing?
- 15.3 The Promotion Mix
- 15.4 Determining the Promotion Mix
- 15.5 The Promotion Budget

#### **Block-16 Advertising and Publicity**

- 16.1 How Advertising Works?
- 16.2 Types of Advertising
- 16.3 Role of Advertising
- 16.4 Advertising Expenditure
- 16.5 Advertising Management
- 16.6 Setting Advertising Objectives within the perspective of Pakistan
- 16.7 Developing Advertising Copy and Message
- 16.8 Selecting and Scheduling Media
- 16.9 Measuring Advertising Effectiveness
- 16.10 Coordinating with Advertising Agency
- 16.11 The Concept of Publicity

#### **Block-17 Personal Selling and Sales Promotion**

- 17.1 Introduction to Personal Selling
- 17.2 Role of Personal Selling
- 17.3 Types of Selling Jobs
- 17.4 The Selling Process

- 17.5 Introduction to Sales Promotion
- 17.6 Sales Promotion Objectives
- 17.7 Sales Promotion Methods
- 17.8 Planning Sales Promotion
- 17.9 Towards Promotional Strategy

**Block-18 Sales Forecasting**

- 18.1 What is Sales Forecast?
- 18.2 How to Prepare Sales Forecast?
- 18.3 Product Sales Determinants
- 18.4 Approaches to Sales Forecasting Methods of Forecasting
- 18.5 Status of Forecasting Methods Usage
- 18.6 The Evaluation of Forecasts
- 18.7 Computerized Sales Forecasting
- 18.8 Relation among, Sales Forecasting and Profit Planning

**Block-19 Distribution Strategy**

- 19.1 Importance of Channels of Distribution
- 19.2 Alternative Channels of Distribution
- 19.3 Role of Middlemen in Economy
- 19.4 Selecting an Appropriate Channel
- 19.5 Physical Distribution Tasks
- 19.6 Location of Fixed Facilities
- 19.7 Specific Issues Relating to Maintenance of Stocks

**Block-20 Managing Personal Selling**

- 20.1 Introduction to Selling and Sales Management
- 20.2 Recruitment and selection of Salesman
- 20.3 Training of Sales Personnel
- 20.4 Motivating the Sales Personnel
- 20.5 Controlling the Sales Personnel

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