

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

**SMALL BUSINESS MARKETING (8534)**

**CHECKLIST**

**SEMESTER: SPRING 2014**

This packet comprises the following material:

1. Text Book
2. Course Outlines
3. Assignments 1 & 2
4. Assignment Forms (6)

In this packet, if you find anything missing from the above-mentioned material, please contact Director, Admissions & Mailing (address given below):

**The Mailing Officer**  
Mailing Section, Block # 28  
Allama Iqbal Open University  
Sector H/8, Islamabad.  
Tel: (051) 9057611-12

**Mr. Adnan Riaz**  
Course Coordinator

**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 ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course:** Small Business Marketing (8534)  
**Level:** MBA (2½ Years)

**Semester:** Spring 2014

**GUIDELINES FOR ASSIGNMENT No. 1 & 2:**

The student should look upon the assignments as a test of knowledge, management skills, and communication skills. When you write an assignment answer, you are indicating your knowledge to the teacher:

- Your level of understanding of the subject;
- How clearly you think?
- How well you can reflect on your knowledge & experience?
- How well you can use your knowledge in solving problems, explaining situations, and describing organizations and management?
- How professional you are, and how much care and attention you give to what you do?

To answer a question effectively, address the question directly, bring important related issues into the discussion, refer to sources, and indicate how principles from the course materials apply. The student must also be able to identify important problems and implications arising from the answer.

For citing references, writing bibliographies, and formatting the assignment, APA format should be followed.

**ASSIGNMENT No. 1**  
**(Units: 1–5)**

**Total Marks: 100**  
**Pass Marks: 50**

- Q. 1 Discuss key differentiating features of small business marketing. Highlight the strategic perspective of small business marketing in view of local environment?(20)
- Q. 2 What are the different ways to determine the customer's buying behavior. Which method is effective to determine buying behavior of mobile telecom buyer? (20)
- Q. 3 Differentiate between vision, mission, goals and objectives. Support your answer with examples of companies operating in Pakistan. (20)

- Q.4 How creativity can enhance the image of the brand. Discuss the relationship between market positioning and branding. (20)
- Q.5 Write short notes on the followings:
- Functions of Advertising Agency (7)
  - Determining Market Share (7)
  - Product Line (6)

## **ASSIGNMENT No. 2**

**Total Marks: 100**

This assignment is a research-oriented activity. You are required to submit a term paper and present the same in the classroom prior to the final examination. Presentation component is compulsory for all students. You will have to participate in the activity fully and prepare a paper of about 15 to 20 pages on the topic allotted to you. The students are required to prepare two copies of Assignment No. 2. Submit one copy to your teacher for evaluation and the second copy for presentation in the classrooms in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination.

Include the following main headings in your report:-

- a) Introduction to the topic
- b) Important sub-topics
- c) Practical aspects with respect to the topic
- d) Review of theoretical and practical situations
- e) Merits, demerits, deficiencies or strengths of the organization with respect to your topic
- f) Conclusions and recommendations
- g) Annex, if any

You must use transparencies, charts or any other material for effective presentation. You are also required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic No.5 (the last digit):-

### **List of Topics**

0. Developing out-of-home advertising
1. Working with advertising agency
2. Writing creative brief
3. Determining advertising effectiveness
4. Ways for email marketing
5. Producing marketing literature
6. Prospecting methods
7. Factors affecting customer loyalty
8. E-commerce
9. Countering negative publicity

## **OUTLINE OF SMALL BUSINESS MARKETING (8534)**

### **Unit–1 Helicopter View of Marketing Process**

- 1.1. Seeing Big Picture
- 1.2. Marketing Wheel of Fortune
- 1.3. Marketing and Sales are not Synonymous
- 1.4. Jumpstarting Your Marketing Program
- 1.5. How Small Business Marketing versus Marketing
  - 1.5.1 Dollar Differences
  - 1.5.2 Staffing Differences
  - 1.5.3 Creative Differences
  - 1.5.4 Strategic Differences
- 1.6. Small Business Marketing Advantage
- 1.7. Making Marketing Your Key to Success

### **Unit–2 All About Customers**

- 2.1. Anatomy of a Customer
- 2.2. Determining Customer’s Buying Behavior
- 2.3. In a Service Business, Service is the Product
- 2.4. Telling “Just the Facts” about Your Product
- 2.5. Illogical, Irrational, and Real Reasons People Buy Your Product
- 2.6. Buying Decisions are Rarely about Price, Always about Value
- 2.7. Care and Feeding of Your Product Line

### **Unit–3 Goals, Objectives, Strategies, and Budgets**

- 3.1. Disseminating “Vision” of Your Organization
- 3.2. Goals and Objectives Defined Simply
- 3.3. Budgeting to Reach Your Goals
- I. Sizing Up Competitors and Staking Out Market Share**
- 3.4. Playing the Competitive Field
- 3.5. Winning Your Share of Market
- 3.6. Calculating Your Market Share
- 3.7. Increasing Your Market Share

### **Unit–4 Sharpening Your Marketing Focus**

#### **I. Right Image Projection**

- 4.1. Making First Impressions
- 4.2. Creating an Impression Inventory
- 4.3. Rating Your Marketing Communications

#### **II. Establishing Your Position and Brand**

- 4.4. Brands Live in Minds of Customers
- 4.5. Filling a Meaningful Market Position
- 4.6. Conveying Your Position and Brand through Tag Lines
- 4.7. Advancing Your Brand through a Creative Strategy
- 4.8. Writing Your Image Style Guide

## **Unit-5 Getting Strategic before Getting Creative**

- 5.1. Good Communications Start with Good Objectives
- 5.2. Deciding on a Goal for Every Single Marketing Communication
- 5.3. Writing a Creative Brief

### **I. Hiring Help for Your Marketing Program**

- 5.4. Budget and Professional Help
- 5.5. Right Time to Get Help
- 5.6. Where to Turn for Help
- 5.7. Choosing and Working with an Advertising Agency
- 5.8. Hiring Help for Web Site Design

## **Unit-6 Creating and Placing Ads**

### **I. Mastering Advertising Basics and Media Planning**

- 6.1. Moving Market through Advertising
- 6.2. Creating Ads That Work
- 6.3. Capturing Prospects with a Media Plan
- 6.4. Making of a Media Schedule
- 6.5. Evaluating Your Advertising Efforts

### **II. Creating Print Ads**

- 6.6. Writing and Designing Your Ads
- 6.7. Placing Newspaper Ads
- 6.8. Placing Magazine Ads
- 6.9. Using Billboards and Out-of-Home Advertising
- 6.10. Yellow Pages and Directory Ads

### **III. Broadcasting Ads on Radio and TV**

- 6.11. Buying Airtime
- 6.12. Broadcast Ad Guidelines
- 6.13. Producing Radio Ads
- 6.14. Producing TV Ads
- 6.15. Infomercials

## **Unit-7 Getting Word Out without Advertising**

### **I. Mailing Direct to Your Market**

- 7.1. One-to-One Marketing
- 7.2. Direct Sales: Do-It-Yourself Distribution Channel
- 7.3. Marketing with Direct Mailers
- 7.4. E-mail Marketing

### **II. Brochures, Promotions, Trade Shows, and More**

- 7.5. Producing and Using Marketing Literature
- 7.6. Converting Business Material to Marketing Opportunity
- 7.7. Weighing Benefits of Advertising Specialties
- 7.8. Choosing and Using Trade Shows
- 7.9. Building Sales through Promotions

### **III. Public Relations and Publicity**

- 7.10. Relationship between Publicity and Public Relations
- 7.11. Orchestrating Media Coverage

**IV. Tapping Internet's Marketing Power**

- 7.12. Using Internet with or without a Web Site
- 7.13. Putting a Web Site to Work
- 7.14. E-Commerce and Your Business
- 7.15. Establishing Your Online Identity
- 7.16. Driving Traffic to Your Site
- 7.17. Evaluating Your Online Activity
- 7.18. Advertising Online

**Unit-8 Winning and Keeping Customers**

**I. Making the Sale**

- 8.1. Converting Prospects to Customers
- 8.2. Winning at Sales
- 8.3. Closing the Deal

**II. Enhancing Customer Service**

- 8.4. Fundamentals of Customer Service
- 8.5. Service Cycle
- 8.6. Nurturing Concerns and Complaints
- 8.7. Developing Positive Word-of-Mouth
- 8.8. Building a Customer Service Environment

**III. Fortifying Customer Relationships**

- 8.9. Importance of Customer Loyalty
- 8.10. Making Customers for Life
- 8.11. Understanding Customer's Wants
- 8.12. Building Loyalty

**Unit-9 Part of Tens**

- 9.1. Ten Questions to Ask Before You Choose a Name
- 9.2. Ten Ideas to Embrace and Ten to Avoid
- 9.3. Ten Steps to a Great Marketing Plan

**Recommended Book:**

Schenck F. B. (2005). *Small Business Marketing for Dummies* (2<sup>nd</sup> ed.). New Jersey, U.S.A: John Wiley & Sons

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