

58/11/A, Panthapath, Dhaka-1205
Summer Semester 2017

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| Faculty | Business Administration | | |
| Program | BBA | | |
| Course Code | MKT 330 | | |
| Course Title | Marketing Management | | |
| Course Instructor | Md. Ashikul Islam Lecturer Department of Business Administration E-Mail: ashikul@gmail.com Victoria University of Bangladesh | | |
| Status | Compulsory | | |
| Credit Hours | 3 Credit hours | | |
| Teaching Methodology | Class Attendance Work sheet Assignment Mid-Term Final-Term | | |
| Evaluation Method | Class Attendance.....10% Work Sheet/Presentation.....20% Assignment.....05% Mid-Term.....25% Final-Term.....40% | | |
| Grading System | Numerical Grade | Letter Grade | Grade Point |
| | 80% and above | A+ (A Plus) | 4.00 |
| | 75% to less than 80% | A (A Regular) | 3.75 |
| | 70% to less than 75% | A- (A Minus) | 3.50 |
| | 65% to less than 70% | B+ (B Plus) | 3.25 |
| | 60% to less than 65% | B (B Regular) | 3.00 |
| | 55% to less than 60% | B- (B Minus) | 2.75 |
| | 50% to less than 55% | C+ (C Plus) | 2.50 |
| | 45% to less than 50% | C (Regular) | 2.25 |
| | 40% to less than 45% | D (Regular) | 2.00 |
| | Less than 40% | F (Fail) | 0.00 |
| Course Objective | Marketing Management course is designed to present an integrated approach to marketing from a managerial point of view. Economic quantitative and behavioral concept used in analyzing and developing a framework for decision making leading to formulation and implementation of its marketing program. | | |
| Books | Text Book: Philip Kotler & Kevin Lane Keller, <i>“Marketing Management”</i> Reference Books: Philip Kotler & Gray Armstrong, <i>“Principles of Marketing”</i> | | |

| Class No.: | Course Contents | Quiz/CT/ Assignment/ Presentation |
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| 1. | Definition of Marketing & Marketing Process (Marketing, Marketing Process, Market Place and Consumer Needs, Customer Driven Marketing Strategy, Customer relationships, Customer Value capturing) | |
| 2. | Gathering Information and Scanning the Environment (Micro-environment: Company, Suppliers, Marketing Intermediaries, Customers, Competitors, Publics; Macro-environment: Demographic, Economic, Natural, Technological, Political, Cultural; Gathering Internal data) | |
| 3. | Marketing information & Demand Forecasting (Market research process: Problem Definition & Objective, Research Plan, Information Collection, Analyzing Information, Findings, Decision Making; Demand Forecast: Types of Demand, Current Demand, Future Demand) | |
| 4. | Consumer Market and Consumer Buyer Behavior (Factors affecting Consumer Behavior, Types of Buying decision Behavior, Buying Decision Process, Buyer's Decision process for New Products, Theories of Consumer Decision Making) | C.T. |
| 5. | Business Market & Business Buyer Behavior (Buying Situations, Participants of Business Buying Process, Factors Influencing Buying Behavior, Purchasing Process, Institutional & Government Market) | |
| 6. | Dealing with Competitors (Competitive Forces, Identifying Competitors, Analyzing Competitors, Selecting Competitors to Attack & Avoid, Selecting Customers, Designing a Competitive Intelligence System, Competitive Strategy) | |
| 7. | Developing Strategic Planning, Marketing Strategies & Plans (Corporate & Division Strategic Planning, Business Unit Strategic Planning, Marketing Strategy, Marketing Mix, Managing & Evaluating Marketing Effort) | |
| 8. | Segmentation, Targeting Strategy (Segmentation Strategy, Variable of Consumer Market Segmentation, Variable of Business Market Segmentation, International Market Segmentation, Effective Segmentation Criteria, Targeting Strategy) | |
| 9. | Positioning & Competitive Advantages (Positioning for Brands, Positioning for Competitive Advantage) | |
| 10. | Product & New Product Development Strategy (Product Level, Classification, Individual Product Decisions, Product Hierarchy, Product System, Product Line Analysis, Product Development Strategy, Product Life Cycle & Strategy) | |
| 11. | Service Strategy & Branding Strategy (Service Mix, Characteristics, Marketing Strategies for Service, Brand Equity Model, Building Brand Equity, Measuring Brand Equity, Devising a Branding Strategy, Branding Decisions, Building Strong Brands) | |
| 12. | Review Classes for Midterm | |
| MID TERM EXAM (Syllabus: Lecture 1 to11) | | |
| 13. & | Pricing & Product Line Pricing Strategy | |

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| 14. | (Factors affecting Pricing Decisions, Setting Price, New Product Pricing strategies, Product Mix Pricing Strategies, Price adjustment Strategies, Price changes Pricing within and across Channel levels) | |
| 15. | Marketing Channel & Supply Chain Management (Marketing Channel Strategy, Hybrid Channels, Value Network, Channel Function & Flows, Channel Levels, Channel Decisions, Channel Management Decisions, Channel Organization, Channel Behavior, Managing Channel Conflict) | |
| 16. | Retailing , Wholesaling, Logistics (Types of Retailer, Retailer Marketing Decisions, Future of Retailing, Private Labels, Types of Wholesaling, Wholesaler Marketing Decisions, Nature of Marketing Logistics, Marketing Logistics Function, Integrated Logistics Management) | |
| 17. | Marketing Communication Strategy (Marketing communication Mix, Communication Process Models, Developing Effective Communication, Deciding on Marketing Communication Mix) | C.T. |
| 18. | Integrated Communication Mix, Advertising (Managing IMC, Advertising: Objectives, Advertising Budget, Advertising Strategy, Deciding on Media & Measuring effectiveness) | |
| 19. | Sales Promotion & Public Relation (Objectives, Major Decisions about Sales Promotion, Marketing PR, Major Decisions about Marketing PR) | |
| 20. | Personal Selling & Direct Marketing (Designing Sales Force, Managing Sales Force, Principles of Personal Selling, Direct Marketing, Interactive Marketing) | |
| 21. | CRM & PRM, Customer Value, Share, Loyalty (Marketing & Customer Value, Building Customer Value, Satisfaction & Loyalty, Maximizing Customer Lifetime Value, Cultivating Customer Relationship , Database Marketing) | |
| 22. | Global Marketplace & E-Marketing (Deciding Whether to go Abroad, Which Markets to Enter, How to Enter the Market, Global Marketing Program, Marketing Organization. E-Marketing Domains) | |
| 23. | Class Presentation on Marketing Plan Of Assigned New Product | |
| 24. | REVIEW CLASSES | |
| Final Semester Exam | | |