



Instructor
Office
Office
Hours

Phone

E-mail

Prerequisite:

Required Text/Resource Materials:

Think Marketing.

THE TEXT WILL BE USED EXTENSIVELY.

Description:

Credit/Contact Hours:

Delivery Modes:

Grading Criteria:

MARKS

Business Administration and Commerce Department

Grading Conversion Chart

Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A+	4	90 100	EXCELLENT
A	4	85 89	
A	3.7	80 84	FIRST CLASS STANDING
B+	3.3	76 79	
B	3	73 75	GOOD
B	2.7	70 72	
C+	2.3	67 69	SATISFACTORY
C	2	64 66	
C	1.7	60 63	

The Details
In Class Activities

Mid term Exam

Final Exam

Statement on Plagiarism and Cheating:

Class Schedule

Date	Topics / Key Questions	Reading
Week 1	Course Outline / Marketing Fundamentals	Course Outline
Week 2	Contemporary Marketing	Chapter 1

Week 3

External Marketing Environment

Chapter 2

Week 8

B2B Marketing/Midterm

Chapter 5

Week 9

Product Strategy and Management

Chapter 8

Chapter 9

Week 10

Distribution and Supply Chain Management

Chapter 12

Week 11

Integrated Marketing Communication (Promotion) Advertising and Emerging Media

Chapter 14

Week 12

IMC: Sales Promotion, Public Relations, Experiential Marketing and Personal Selling

Chapter 15