

## MS in Management

- Total Credit Hours for Certificate in Management = 12
- Total Credit hours for Diploma in Management = 24
- Total Credit Hours for MS Management = 30
- Eligibility:
  - 16 years of formal education
  - IB&M Admission Test (I-MAT)

<u>Course Code</u>	<u>Name</u>	<u>Credit Hours</u>
1. MGT-304	Principles of Management	3
2. HRM-310	Human Resource Management	3
3. QOM-314	Total Quality Management	3
4. MKT-308	Marketing Management	3
5. ACT-302	Financial Accounting	3
6. MGT-307	Organizational Behavior	3
7. PMG-319	Project Management	3
8. MGT-303	Business Communication	3
9. THI-425	Thesis I / Elective (Any course from the list of MBA / EMBA Elective)	3
10. THI -426	Thesis II / Elective (Any course from the list of MBA / EMBA Elective)	3

## **Broad Course Contents & Brief Description**

### **1. ACT-302 Financial Accounting**

The objective of this course is to familiarize the student with the basic concepts, standards and practices of financial accounting. The course is devoted to the basic financial statements, the analysis and recording of transactions, and the underlying concepts and procedures, with an eye toward the financial statement analysis.

The course gives an overview of the procedures necessary to prepare and understand the basic financial statements. The remainder of the course examines the accounting for the most common and significant transactions of a firm, including revenue and accounts receivable, sales and inventories, long-term fixed assets, bonds and other long-term debt, and stockholder's equity. The focus of the course is to use financial information, develop critical thinking skills and the ability to conduct meaningful analysis of information presented in the basic financial statements.

#### **Course Contents:**

- Purpose and nature of accounting; Various areas of accounting; Forms of business enterprises; Accounting information users; GAAP; Conventions; Business transactions and accounting equations.
- Accounting process: Recording changes in financial position; Double entry accounting system; Journal; Ledger; Trial balance; The accounting cycle; Measuring business income; Adjusting process; Completion of accounting cycle; Work sheet; Financial statements; Accounting for merchandize business.
- Accounting systems: Special journals and internal control of cash transactions; Bank reconciliation; Accounts receivables and inventories accounting methods; Plant assets; Depreciation; Intangible assets; Amortization and depletion methods; Liabilities; Partnership: Formation; Division of income and liquidation process.
- Corporation: Organization; Classes of stock; Stock holder's equity statement; Stock value; Issuance of stock; Stock dividend; Treasury stock; Stock split; Measuring corporation income; Earnings per share.
- Measuring cash flows: Statement of cash flows; Classification of cash flows.

#### **Text Books:**

- Robert F. Meigs and Walter B. Meigs: Accounting: The Basis for Business Decisions
- Flamholtz, Michael A. Diamond: Principle of Accounting
- Frankwood: Business Accounting-I and Business Accounting-II

## **2. MGT-303 Business Communication**

The course is designed to focus on techniques of effective communication in the business world. Students will learn to use various communication tools like memos, letters, meetings, presentations, report writing, and electronic correspondence. The course also examines methods of organizing and presenting information and how to develop good communication by using verbal and non-verbal communication skills. During this course students will implement the communication within teams or across organization that can make or break the organization.

Student will also learn how to write and reply enquiries and requests, learn develop resume and application letter and prepare for job interviews, how to write letters that create goodwill to customers and clients. Part of this business course is to teach students persuasive techniques and to organize information for report writing. Course will cover area such as how to write clearly periodic reports with clear and complete instructions. Last but not least, students will also learn to prepare proposals, letters and reports, presentation skills that meet international standards.

### **Course Contents:**

- Process of communication: Communication model; Channels of communication; Flow of communication; Barriers to effective communication; How to make communication effective.
- Communication theories: Interaction-information-Completeness.
- 7'Cs of communication: Conciseness-Correctness-Completeness; Clarity-Consideration-Courtesy-Concreteness.
- Written communication: Letter-Memorandum-Circular; Agenda and minutes of meeting; Business research report: Types; Format; Language & Style; Market report: Types-Format; Thesis and assignment writing.
- Oral communication: Meeting: Types and conduct; Interview: Types and conduct; Presentation or speech: Types-Planning-Delivering the presentation or speech; Workshop and seminar: Planning-Conduct.
- Communication strategy: Image building; Minus image and its implications; developing a positive corporate image; Messages choice: Favorable, unfavorable, negative and persuasive.
- Précis writing: Methods of précis writing; Principle points to be kept in mind while writing précis; Specimen of passages and their précis.
- Essay writing: Characteristic of a good essay; Classification; Hints on essay writing: General preparation; Special preparation.

### **Text Books:**

- Murphy and Hildebrandt, Effective Business Communication.
- Coutland L. Bovee, Jhon V. Thill, Business Communication Today

## **3. MGT-304 Principles of Management**

This is an introductory course about the management of organizations. It provides instruction to principles of management that have general applicability to all types of enterprises; basic management philosophy and decision making; principles involved in planning, organizing, leading, and controlling; and recent concepts in management.

This course will enable students to develop short and long-range plans to effectively accomplish organizational goals. Through the use of terminology, exercises and case studies, students will be able to

give a critical appraisal of real life situations involving organizing, staffing and motivating others. The student will also learn tools to aid in problem solving, valuing diversity and coping with change. The principles learned in this course will allow the student to effectively work with and through others in an organization.

### **Course Contents:**

- Management concept; Definition and process; Managerial levels; Roles & skills; Evolution of management thought in changing environment; management's ethical and social responsibilities.
- Management functions; Determination of objectives & goals; Effective goal setting; Management by objectives;
- Management Functions and Management Process: Planning; Organizing; Leading and controlling;
- Planning: The nature; purpose and process; Hierarchy and types of organization's plans; Strategic planning; Environment analysis; SWOT analysis; Corporate; Business and functional strategies; Operational planning tools; Flow charts; Gantt charts; Load charts; Logical framework; Effective planning.
- Decision making & problem solving: The rational decision-making model; Decision making styles; Committee and group aided decision-making. Organizing: Authority, Nature and Committee.
- Leadership: The nature of leadership; Leadership theories; Styles; Skill.
- Motivation: Concept; Primary and secondary motives; Motivation theories.
- Elements of controlling: An overview of control; Control process; Critical control points and standards; Control system; Effective control system requirements; Resistance to control; Control strategy choice; Methods of control.

### **Text Books:**

- Kathryn Bartol: Management
- Harold Knootz & Heins Weihrich: Management
- Drucker, P.F, the Practice of Management.
- Stephen P. Robbins and Mary Coulter: Management.

#### **4. MGT-307 Organizational Behavior**

The major objective of this course is to provide students with a better understanding of how individual vs group dynamics and organizational system's impacting the behavior of people at workplace. This learning enables them to function more effectively in their present or future roles as managers of human resources. The course contents include; values, attitudes & job satisfaction, personality and emotions, perception and individual decision making, motivation, group behavior, communication in team work, leadership and trust, power & politics, organizational culture, and organizational change & stress management.

### **Course Contents:**

- Organizational behavior: Key concepts; Historical perspective on organizational behavior; Organizational behavior and contemporary issues.
- Organization: Structure and design: Nature and purpose of organization; Classical and modern concepts of organization; Span of control and organization structures; Authority relations: Line; Staff and functional; Authority: Delegation and decentralization; Departmentalization; Organizational life cycle stages; Contingency approach of organization design; Today's organizations and various designs; Organizational effectiveness.

- Organizational culture: Dynamics of organization's culture; Basic approaches to organizational culture; Cross-cultural awareness; Total quality culture creation; Changing and developing cohesive organization's culture.
- Organizational change and development: Nature and typology of organizational change; Diagnosis of forces for change; Models and dynamics of planned change; Resistance to change and its management; Techniques for managing change; Organizational development: Objective & model; Change management and contemporary issues in TQM.
- Foundations of Individual Behavior: Perception process; Attribution theory; Personality and organizational behavior; Attitudes; Personal values and ethics: Learning & behavioral modification.
- Behavior modification: Behavioral learning models; Principles of behavior modification; Process of modifying on-the-job behavior; Behavioral self-management.
- Socialization and mentoring: Organizational socialization process; Socialization techniques; Mentoring; Organizational roles and norms.
- Work group behavior: Work group: Types; Functions & development process; Work group structure; Composition and effectiveness; Inter group interactions; Organization influence tactics; Organization's politics; Strategies for improving work group performance.
- Organizational conflicts management: Nature of conflict; Functional versus dysfunctional conflict; Approaches to effective conflict resolution; Conflict stimulation.

**Text Books:**

- Judith R. Gordon: Organizational Behavior, Prentice Hall.
- Fred Luthans: Organizational Behaviour
- Davis and Newstrom: Human Behavior at Work: Organizational Behavior, McGraw Hill.
- Robert Kreitner & Angelo Kinicki: Organizational Behavior, IRWIN

**5. MKT-308 Marketing Management**

In this course, students will develop a critical appreciation of the basic concepts and techniques of marketing management and strategy with an emphasis on creating customer value and building customer relationships. The course develops concepts and skills necessary for marketing decision-making and illustrates how various decision-making tools apply to actual business situations. The goal of this course is to develop a disciplined process for addressing marketing issues and problems in a variety of settings, and to give students the tools and background necessary to think through marketing problems. Through the use of a marketing plan project, students are encouraged to apply the concepts and generalizations to a real life product or service. The project gives students the opportunity to learn business researching skills and its presentation.

**Course Contents:**

- Marketing – An overview: Definitions; Evolution of marketing management concept; Social responsibility; Basic functions of marketing & importance and scope of marketing
- The marketing environment analysis: An organization's external microenvironment and macro environment; Organization's internal environment
- Marketing information systems: Concept and components of marketing information systems; MKIS; MRS; Analytical marketing system; Marketing decision support system
- Consumer markets and consumer behavior analysis: Demographic dimensions of consumer market; Behavioral dimensions of consumer market
- Buyer behavior: objectives & structure

- STP Marketing: An overview of marketing opportunities and target markets; Market segmentation concept, patterns & procedure
- Product marketing strategies: Basic concepts of product planning; The product life cycle: Stages and marketing strategies; New product planning and development; Product-mix strategies; Branding; Packaging and labeling
- Pricing strategies and policies: Procedure for price setting; Methods of setting prices
- Marketing channel systems: The nature of marketing channels; Various marketing channel systems; Channel – design decisions; Channel – management decisions; Channel dynamics
- Promotion strategies: Meaning and importance of promotion; Communication and promotion mix strategy; Effective advertising programs; Sales promotion and public relations programs; The strategic personal selling process; Strategic sales-force management

**Text Books:**

- Marketing Management, Analysis, Planning, Control : Philip Kotler
- Marketing Management: A Comprehensive Reader : Jegdesh Sheth and Dennis E. Garrett
- Managerial Approach: E. Jerome McCarthy & William. D. Pareanath, Basic Marketing

**6. HRM-310 Human Resource Management**

The purpose of this course is to help students acquire the specific knowledge, skills, and abilities associated with human resource management so they are actually prepared to perform the essential functions that human resource professionals are expected to perform. Participants will get the knowledge about the designing of jobs, organizational structuring, planning for HR, recruiting and selecting the best candidates, training & developing employees, measuring employee performance, reward and compensation systems, Building employee relations and ensuring legal requirements for employment.

Students will learn practical skills in all functions of HRM and review how these functions are being applied in various organizations.

**Course Contents:**

- Concepts of human resource management; Human resource challenges; Human resource functions; Philosophical approaches to human resource management
- Job design and analysis: An overview of Job design; Techniques of job design; Job analysis; Collection of job information; Applications of job analysis information
- Human resources planning & recruitment: Significance of human resource planning; The planning process; The implementation of program; Recruitment & selection policy issues; Source of recruitment; Selection process & procedure; Evaluation of human resource planning & recruitment
- Career planning & development: Promotion; Demotion; Separation
- Training and development: Significance of training & development; Principles of training & development; Training & development methods; Evaluation of training & development
- Motivation and Reward System: Concept of motivation; Reward systems; Motivation through job design; Motivation through employee participation; Other motivation techniques
- Performance appraisal: appraisal – Definition and applications; Basic consideration in appraisal; Appraisal methods; Legal issues for appraisal; Appraisal challenges
- Compensation and services: Objectives/Rationale of Financial compensation; Challenges affecting compensation; Wage criteria; Policy and principles; Job evaluation and its system; Compensation for administrators & professionals; Financial benefits and other services
- Discipline: Concepts of discipline; Preventive & corrective discipline; Negative & positive approach; Administration of disciplinary action; Grievance handling

**Text Books:**

- Human Resource & Personnel: William B. Werther & Keith Davis, McGraw Hill
- Human Resource Management: Bernardin & Russell, McGraw Hill

- Organizational Behavior: Fred Luthans: McGraw Hill
- Organizational Behavior: Robert Kreitner & Angelokinicki, IRWIN

## **7. QOM-314 Total Quality Management**

This subject provides the in depth Knowledge of the Total Quality Management (TQM) and its effectiveness in Pakistani organizations to improve productivity and efficiency. This course work includes areas like, introduction to Total Quality Management, overview of major topics related to TQM including managerial and engineering aspects, relationship between TQM and corporate strategy, gurus of TQM and their ideas, implementation of TQM, role of management tiers in TQM implementation, Business Process Re-engineering (BPR), service industry and quality, quality circles, use of quality tools and techniques for continuous quality improvement.

### **Course Contents:**

- Evolution of TQM: Historical evolution - quality leaders, Common teachings of quality "gurus"; Definitions of quality - from abstract to value-based; Evolution of marketing concepts of quality; Quality costs; Customer-supplier value chains; Total quality management concept and system
- TQM Principles and Strategies: Customer focus; Process improvement; Total involvement; Quality management strategies
- TQM tools and techniques: Seven tools of quality; The house of quality; Taguchi methods; Quality function deployment; Statistical quality control
- Organizing for TQM; Leadership for TQM; Education and training; TQM organization structure; Communication; Measurements; Reward and recognition; Team-building for TQM
- Implementing TQM: Managing key processes; Steps in process improvement; measuring process improvements; Benchmarking for TQM; Quality management systems - ISO 9000 series; Quality awards - Baldrige, Ford, and others
- Functional analysis; Purpose; Method; Benefits; Applications
- Human side of quality: Empowerment; Teamwork; Stages of team development; Stages of application; Manager's responsibility
- Process improvement: Managing key processes; Six steps to process improvement
- Problem solving: Methodology; Cause-Effect Diagram; Data gathering and analysis & implementation
- KAIZEN- Continuous improvements: KAIZEN and management; The KAIZEN umbrella; KAIZEN and TQM; Suggestion systems
- TQM in service organizations; measuring service quality; Cost of service quality

### **Text Books:**

- The Managing for Quality and Performance Excellence: Evans, James R.
- Management and Control of Quality and Excellence: Evans, James R.

## **8. PMG-319 Project Management**

Project Management course is a comprehensive introduction to project management theory and application including but not limited the knowledge areas and processes identified in the Project Management Institute's (PMI) Guide to the Project Management Body of Knowledge (PMBOK). Using a combination of theory based lectures, case studies, and practical exercises, students are introduced to project management best practices and problem solving techniques associated with project planning, charter, scope, feasibility, risk, financial analysis, close up, HR, Quality Management, resource requirements management, executing and controlling the projects, etc.

### **Course Contents:**

- Introduction to project management
- Definition of a project
- Importance of project management
- Project life cycle; Types of projects
- Project management and related industries
- Project initiation and selection
- Project manager
- Project organization
- Project planning
- Conflicts and negotiation
- Project implementation.
- Budgeting and cost estimation
- Scheduling; Resource allocation
- Monitoring and information systems
- Project control.
- Project feasibility study
- How to prepare project feasibility study
- Format of feasibility study
- Contents of feasibility study
- Making accurate estimates.
- Project networking & scheduling (PERT/CPM)

### **Text Books:**

- Jack R. Meredith & Samuel J. Mantel, Jr.: Project Management – A Managerial Approach
- Harold Kerzner Project Management – A Systems Approach to Planning, Scheduling and Controlling

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<u>Course Code</u>	<u>Name</u>	<u>Credit Hours</u>
1. MKT-308	Marketing Management	3
2. MKT -384	Marketing Strategy	3
3. MKT -385	Consumer Behaviour	3
4. MKT -382	Integrated Marketing Communications	3
5. MKT -383	Brand Management	3
6. MKT-381	Marketing Research	3
7. MKT-XXX	Elective I	3
8. MKT-XXX	Elective II	3
9. MKT-427	Marketing Research Thesis (Must)	6

Elective to be selected from list  
of Electives

***Electives:***

1. MKT-386	Services Marketing	3
2. MKT -387	Global Marketing	3
3. MKT-388	E-Marketing	3
4. MKT-389	Industrial Marketing	3
5. MKT-390	Advertising Management	3
6. MKT-391	Strategic Sales Management	3
7. MKT-392	Media and Marketing Industry	3

## **Broad Course Contents & Brief Description**

### **1. MKT-308      Marketing Management**

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- Marketing Management: A Comprehensive Reader : Jegdesh Sheth and Dennis E. Garrett
- Managerial Approach: E. Jerome McCarthy & William. D. Pareanah, Basic Marketing

### **2. MKT-381      Marketing Research**

This course is designed to give understanding of the role and philosophy of Marketing Research in the strategic marketing process and the resulting effects of the environment on strategic and marketing decisions. It would also include the application of advanced marketing concepts to the discipline of Marketing Research. Broad course contents include: the theories and techniques of planning, conducting, analyzing and presenting market studies. Course would enable students to develop the attitudinal and

conceptual basis necessary to apply a customer oriented approach for strategic marketing and business decisions and to help develop winning through Marketing Research tools.

**Course Contents:**

- Introduction; the Marketing Research Process; Secondary Data Collection & Management
- Introduction to Qualitative Research; Other Qualitative Research Methods
- How to Draw a Sample; Introduction to Survey Research; Measurement & attitude scales
- Questionnaire design; Data Analysis; Communicating Results Ethics

**Text Books:**

- McDaniel, Carl, Roger Gates and Subramanian Sivaramakrishnan. Marketing Research Essentials, Canadian Edition. Mississauga: John Wiley & Sons Canada, Ltd, 2009

**3. MKT-382 Integrated Marketing Communication**

This course serves as the capstone for the marketing academic area as well as a bridge to the marketing profession. Three major components comprise the course contents: the analysis of a contemporary marketing case, evaluation of alternative marketing strategies and the preparation of a comprehensive marketing plan for a client. This course will familiarize the student with key concepts of integrated marketing communications and integrated marketing communications management.

Course would enable students to be able to develop a basic integrated marketing communications plan showing applicable target markets, use of the marketing communications mix and an appropriate understanding of market research. This course content will identify key marketing communications elements and show a level of understanding of these elements. These include the marketing communications process advertising & media buying, public relations, promotions and trade promotions as well as internet and tele-marketing.

**Course Contents:**

- Introduction to Marketing Communications
- Consumer Behaviour Communication Process
- Organizational Aspects of an Advertising Campaign
- Planning & Budgeting
- Creative Strategy & Development
- Media Strategy & Planning
- Direct & database Marketing
- Direct Response
- Telemarketing & Relationship Marketing/CRM
- Internet and Interactive Media
- Public Relations/Cause Related Marketing
- Sales Promotion
- Personal Selling

**Text Books:**

- Chitty, Barker and Shimp (2008) Integrated Marketing Communications 2nd Asia Pacific Edition, Cengage Learning, Melbourne Australia

- Belch, G.E. & Belch, M.A. (2004) Introduction to Advertising & Promotion, an Integrated Marketing Communication Perspective. (6<sup>th</sup> Ed.). Irwin

#### **4. MKT-383 Brand Management**

This Course deals with the major concepts of Brand Management which includes Branding concepts, introduction to brand, branding basics and the characteristics of the brand. It would enable the students to understand the basics of building successful brands; Understanding the branding process; strategic brand management process, the importance of brand planning. It would also give insight to the issues influencing brand potential, brand identity, current issues in branding (Contemporary Issues in branding, protecting brands through trademark registration). The course will provide practical tools to develop and implement winning product and brand strategies in an array of customer and competitive contexts. This course will especially focus on best-in-class branding strategies and practices across a number of industries both in global as well as Pakistani context.

##### **Course Contents:**

- Brand Marketing Overview - brand definition; history of branding; challenges/opportunities; strategic brand management process
- Brand Equity - sources of brand equity; Brand building; Creating customer value
- Brand Positioning - identifying and establishing brand positioning; Positioning guideline
- Choosing Brand Elements - criteria; options and tactics
- Designing Brand Building Marketing Programs - IMC activities; product; pricing and channel strategy; IMC Communications - new media; marketing communication options; IMC programs
- Secondary Brand Associations - Co-branding; licensing; celebrity endorsements; sport and event marketing; Third party sources; Brand Equity Measurement - system development; qualitative and quantitative research; Brand Equity Measurement - comparative and holistic methods
- Growing and Sustaining Brand Equity - brand architecture and hierarchy; New products and brand extensions; Growing and Sustaining Brand Equity - evaluating brand extensions; Managing brands over time

##### **Text Books:**

- Kevin Lane Keller.: Strategic Brand Management – Building, Measuring and Managing Brand Equity, 3<sup>rd</sup> Edition, Prentice Hall INC, 2008

#### **5. MKT-384 Marketing Strategy**

This course is designed to enable students for doing strategic analysis, understanding customers, competitors and trends, creating sustainable competitive advantages, synergies and commitment, integrating marketing plans into overall business strategies and measuring strategic value of marketing and business initiatives. This course is primarily meant to cover and give an understanding of marketing strategies in new technology based, mature and decline sectors and marketing strategy implementation.

##### **Course Contents:**

- Defining Marketing for the 21st Century
- Developing Marketing Strategies and Plans
- Gathering Information and Scanning the Environment
- Conducting Market Research and Forecasting Demand

- Creating Customer Value, Satisfaction and Loyalty, Analyzing Consumer Markets; Analyzing Business Markets, Identifying Market Segments and Targets
- Dealing with Competitors, Creating Brand Equity, Crafting Brand Positioning
- Integrated Marketing, Managing Mass Communication
- Advertising, Public Relations, Direct Marketing
- Developing Pricing Strategies and Programs
- Designing and Managing Value Networks and Channels
- Managing Retailing, Wholesaling and Logistics, Setting Product Strategy
- Introducing New Market Offerings, Tapping into Global Markets Managing Services, Managing a Holistic Marketing Organization

**Text Books:**

- Phillip Kotler and Kevin Lane Keller: Marketing Management 13e *Prentice Hall, 2009*
- Marian Burk Wood: The Marketing Plan Handbook (3rd Edition) *Prentice Hall, 2007*

**6. MKT-385 Consumer Behavior**

Course of consumer behaviour attempts to explain and predict the ways in which consumers think and behave in a given situation. How do consumers interpret advertising information? Why do people buy? Why not? Who and what are consumers relying upon for information? How can marketers predict behaviours from attitudes? How do consumers make decisions? How do we consume and dispose of products? In order to answer these kinds of questions, consumer behaviour course draws heavily on the disciplines of psychology, economics, sociology and anthropology. In this course, students will survey the relevant theory and learn how to apply these concepts to real world marketing situations. Course contents will be considering the social, ethical, regulatory, environmental and technological contexts in which consumers think and act.

**Course Contents:**

- Introduction to Consumer Behavior; The study of Consumer Behavior
- Market Segmentation and Strategy; Personality and Lifestyles
- Self and self identity; Consumer Motivation and Involvement
- Attitudes and Persuasion; Consumer Perception (*Journal Part I Due.*)
- Consumer Learning and Memory; Communication and on-line Consumer Behavior
- Product Meaning and Design; *CB Wars*; Consumers as Decision Makers
- Consumers; Culture and Sub-cultures

**Text Book:**

- Michael R. Solomon: Consumer Behavior: Buying, Having and Being, 6<sup>TH</sup> Edition.

**7. MKT-386 Services Marketing**

The objective of this course is to introduce students to the concepts and techniques of service marketing. The course is designed to cover all-important aspects of marketing of services, increase students understanding of marketing practices and strategies as applied in the service sector. It would give an insight to provide in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services. Course will help in introducing and working with tools and strategies that address these challenges. It would enable students to develop an understanding of the 'state of the art' of service management thinking.

### **Course Contents:**

- Introduction to Services Marketing and Frameworks for Understanding Services
- Consumer Behaviour Related to Services
- Marketing Mix I: Pricing of Services
- Marketing Mix II: Communications.
- Marketing Mix III: Distribution
- Marketing Mix IV: Designing Customer Service Processes
- Marketing Mix V: Designing the Service Environment
- Marketing Mix VI: The Service Product
- Marketing Mix VII: Managing Service Personnel
- Marketing Implementation I: Understanding Service Quality
- Marketing Implementation II: Managing Service Quality
- Marketing Implementation III: Growth Strategies for Service Organizations

### **Text Books:**

- John E.G. Bateson and K. Douglas Hoffman (1999), *Managing Services Marketing*, 4th Edition, London: Dryden Press

## **8. MKT-387 Global Marketing**

This course is designed to teach the basic concepts of international marketing. By the end of the course the student will be able to:

- Understand the environment of international businesses
- Appreciate the impact of *cultura* on international marketing
- Diagnose aspects of marketing en the internationalization process
- Design international marketing strategies
- Evaluate the organization and coordination of effective international marketing strategies
- Evaluate and appreciate the benefits of alternative international marketing strategies, identifying the characteristic problems faced by firms in order to determine adequate actions that these firms can take

### **Course Contents:**

- The Scope and Challenge of International Marketing
- The Dynamic Environment of International Trade
- History and Geography: The Foundations of Culture
- Cultural Dynamics in Assessing Global Markets
- Culture, Management Style, and Business Systems
- Presentations: Group Economic Analyses.
- The International Legal Environment
- Developing a Global Vision Through Marketing Research
- Products and Services for Consumers
- International Marketing Channels
- Integrated Marketing Communications and International Advertising, Pricing for International Markets

### **Text Books:**

- Cateora, Philip, and John Graham (2007) *International Marketing*. 13<sup>th</sup> edition, McGraw-Hill
- Warren J. Keegan: *Global Marketing*, 6th Edition
- Kate Gillespie: *Global Marketing: An Interactive Approach*

- Johny K. Johansson: Global Marketing: Foreign Entry, Local Marketing and Global Management

## **9. MKT-388 E-Marketing**

E-Marketing is a crucial part of E-Commerce and its effectiveness has a direct impact on commercial success. As the Internet becomes more and more multilingual and multicultural, more companies are realising that adopting a multilingual and multicultural website is a cost-effective way of meeting the needs of multilingual users and increasing sales internationally. This course, accordingly, aims to develop an understanding of the linguistic and cultural characteristics of E-Marketing. More specifically, it aims to help learners:

- Develop an understanding of the concepts of ecommerce and E-Marketing
- Develop an understanding of the concept of the 'integrated E-Marketing strategy' and alternative E-Marketing strategies
- Develop an understanding of the various marketing mixes and related implications of the Internet
- Develop an appreciation of the implications of E-Marketing for customer relations
- Become familiar with the internationalization and localization issues of international E-Marketing
- Measure and evaluate international ecommerce effectiveness

### **Course Contents:**

- Introduction to internet E-Commerce and E-marketing
- E-marketing strategy
- E-marketing mix
- E-marketing for customer relations
- E-marketing internationalization and localization
- Measuring and evaluating international E-Commerce effectiveness

### **Text Books:**

- Dave Chaffey: E-marketing excellence, Third Edition: Planning and optimising your digital marketing (E-marketing Essentials)
- Ward Hanson: Internet Marketing and e-Commerce
- Judy Strauss: E-Marketing
- John Arnold: Web Marketing All-in-One Desk Reference For Dummies

## **10. MKT-389 Industrial Marketing**

Industrial marketing is the marketing of goods and services from one business to another, B2B market is increasing day by day. Competition is increasing, aim of this course is to enable students to better understand and deal in B2b market.

### **Text Books:**

- Frederick E. Webster: Industrial Marketing Strategy
- John Coe: The Fundamentals of Business-to-Business Sales & Marketing
- Michael D.(Michael D. Hutt) Hutt: Business Marketing Management: B2B
- Robert W. Bly: Business-to-Business Direct Marketing: Proven Direct Response Methods to Generate More Leads and Sales, Second Edition

## **11. MKT-390 Advertising Management**

As businesses diversify and grow and new businesses enter national and international markets, so the need for professional advertising services expands. Generally speaking, the more practical and creative the staff of an advertising agency the more successful it becomes.

### **Course Contents:**

- The Business of Advertising, Marketing, Effective Advertising Production, Copywriting
- Computer Graphics, Desk Top Publishing, Interpersonal Skills
- Professional Studies & Portfolio Development, Plus two subjects from the following options
- Internet & Intranet, Web Page Design, Marketing Online / Websites, Word Processing

### **Text Books:**

- Donald W. Jugenheimer: Advertising Management
- Rajeev Batra: Advertising Management
- Larry Percy: Strategic Advertising Management
- Larry D. Kelley: Cases in Advertising Management

## **12. MKT-391 Strategic Sales Management**

*Strategic Sales Management* course is designed to provide future sales executives and managers with the best tools, techniques, and concepts for improving the total effectiveness of the sales force. The goal is to help students transform their future sales forces into high-performing sales teams. At the end of this course students will develop a better appreciation of the need for a more integrative approach to developing comprehensive marketing strategies through closer ties between marketing and sales.

### **Text Books:**

- Stephen E. Heiman: The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies
- G. David Hughes: Strategic Sales Management
- Rick Davis: Strategic Sales in the Building Industry
- Robert A. Simpkins: The Secrets of Great Sales Management: Advanced Strategies for Maximizing Performance

## **13. MKT-392 Media and Marketing Industry**

No one can deny the usefulness of media; media is the most powerful tool for any marketer. The aim of this course is to prepare students to better understand and use the current media for their advantage and increasing sales volume for their organizations.

### **Text Books:**

- Joan Van Tassel: Managing Electronic Media: Making, Marketing, and Moving Digital Content
- Beverly Macy: The Power of Real-Time Social Media Marketing: How to Attract and Retain Customers and Grow the Bottom Line in the Globally Connected World