

Course Plan

Master of Business Administration (MBA)

Department of Marketing

University of Barishal

Year	Course Code	Course Title	Course Credit
First Semester (22 Credits)	MKT-511	Marketing Theory and Thoughts	4.00
	MKT-512	Strategic Marketing	4.00
	MKT-513	Advanced Marketing Research	4.00
	MKT-514	Business Marketing	4.00
	MKT-515	Environmental Marketing	4.00
	Viva-Voce: 50 Marks		2.00
Second Semester (26/30 Credits)	MKT-521	Integrated Marketing Communications	4.00
	MKT-522	Nonprofit and Social Marketing	4.00
	MKT-523	Digital Marketing	4.00
	MKT-524	Relationship Marketing	4.00
	MKT-525	Services Marketing	4.00
	Viva-Voce: 50 Marks		2.00
	Non-Thesis Group	Internship/Project Paper & Defense	4.00
	Thesis Group	Thesis and Defense	8.00
Total Credits: 48 for Non-Thesis Group and 52 for Thesis Group			

First Semester

Course Code: MKT-511

Course Title: Marketing Theory and Thoughts

COURSE SUMMARY

This course covers the evolution of marketing theories, the school of marketing thoughts, and also describes the concepts and axioms useful in generating a practical theory of marketing. The course contains extensive references along with a discussion of many pioneering, seldom-cited works. Graduates will find this a stimulating and practical work in the marketing arena.

COURSE OBJECTIVES

- a) Acquire a comprehensive background in marketing theories and thoughts.
- b) Overcome the myopic view of marketing and develop a wider view of marketing concepts and axioms.
- c) Strengthen their critical, integrative, and creative thinking for solutions to marketing problems.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Understand the rich heritage of marketing as a discipline.
- b) Develop deeper insights into the typology of different marketing theories and schools of marketing thought that will reveal the underlying shifts in the substantive and methodological perspectives in marketing.
- c) Apply the comprehensive and useful Meta Theory framework, concepts, and axioms in taking practical marketing decisions.

COURSE CONTENTS

The Origin of Marketing: Evolution of Marketing, Development of Marketing as an Academic Discipline, Gradual Development in the Marketing Concept, Pioneers of Marketing Thought, Review and Appraisal of the Leading Contributors on Marketing Thought, Some Recent Marketing Thoughts.

Emergence of Marketing Thought: Schools of Marketing Thought, Reasons for the Development of Different Schools of Marketing Thought, Classification of Marketing Schools, Evaluation of Different Schools of Marketing Thought, Contributors to Different Schools of Marketing Thought.

Critical Appraisal of Some Recent Concepts on Marketing: The Marketing Concept, The Societal Marketing Concept, Marketing Matrix, Meta Marketing, Mega Marketing, Macro Marketing, Demarketing, Marketing Ethics, Marketing Audit, Consumerism, Environmentalism, and Green Marketing.

Meaning & Scope of Marketing Theory: Requirements for the Development of Marketing Theory, Classification of Earlier Marketing Theory, Theory of Buyer Behavior, Consumer Acceptance Theory, Theory of Marketing Exchange, Bartel's General Theory of Marketing, Aldersonian General Theory of Marketing, Other General Theories of Marketing, Critical Evaluation of Marketing Theories Using Meta Theory Criteria.

Marketing and Society: Criticism of Marketing, Marketing Impact on Society, Marketing and Economic Development, Role of Marketing in Market Economy, Impact of Marketing in a Planned Economy, Social and Ethical Responsibilities of Marketing Executives.

Reference Books:

1. Bartels, R., & Richard, D. *The Development of Marketing Thought*. Irwin, Homewood, Illinois.
2. Sheth, J. N., Gardner, D. M., & Garrell, D. E. *Marketing Theory: Evolution and Evaluation*, John Wiley and Sons, New York.

Course Code: MKT-512
Course Title: Strategic Marketing

COURSE SUMMARY

This course mainly covers the development and implementation of marketing strategies by providing a framework from which organizations can identify and evaluate strategic marketing options and programs. In addition, it aims at enabling students to explore, evaluate, and develop an understanding of how to manage marketing innovations and competitive market strategies. This course will unleash students' ability to scan ongoing marketing trends and help them understand how to develop and design effective, long-range marketing strategies to adapt to a dynamic marketing environment.

COURSE OBJECTIVES

- a) Understand the basic theories, frameworks, and examples relating to the management of critical aspects of strategic marketing.
- b) Develop skills to apply strategic marketing theories and tools to practical business decision-making situations.
- c) Formulate marketing strategies incorporating customer-centric strategy, products, company operations, and the business environment, and create tactical marketing plans for implementation.
- d) Develop an effective marketing plan to achieve the company's market-driven strategies.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Understand the different marketing strategy tools and techniques and their application in practical marketing situations.
- b) Describe the strategies and tactics that can lead to successful strategic marketing, given those environmental constraints.
- c) Discuss more typical management decisions and problems faced, highlighting those peculiar to the competitive marketing arena.
- d) Able to design and organize a strategic marketing plan within an organization.

COURSE CONTENTS

Introduction: Basics of marketing, Foundations of Strategic Marketing Management.

Marketing-Driven Strategy: Marketing-driven strategy, Marketing orientation, Capabilities, Creating value for customers, Becoming market-driven.

Business and Market Strategies: Corporate strategy, Business and Marketing Strategy, Marketing Strategy Process, Preparing the Marketing Plan.

Market Targeting and Strategic Positioning: Market targeting strategy, Targeting in different market environments, The positioning process, Determining positioning effectiveness.

Relationship Strategies: The Rationale for inter-organizational relationships, Types of

organizational relationships, Developing effective relationships between organizations, Global relationship organizations.

Strategic Brand Management: Product management issues, Analyzing Product Preference Strategies, and the Strategic Brand Management process.

Pricing Strategy: Strategic role of price, Analyzing the pricing, Selecting the pricing strategy, Determining specific prices and policies.

Promotion Strategies: Advertising strategy, Sales Promotion strategy.

Sales Force and Direct Marketing Strategies: Developing and implementing sales force strategy, Direct marketing strategies.

Marketing Strategies Implementation and Control: The marketing plan, implementing the plan, Strategic evaluation and control, Performance criteria and information needs, Performance assessment and action.

Textbook:

Cravens, D. W., & Pierce, N. F. *Strategic Marketing* (Latest Edition). Irwin McGraw-Hill, USA.

Reference Books:

1. Hofer, C. W. *Strategy Formulation: Analytical concepts*. West Publishing Company.
2. Jain, S. C. *Marketing Planning and Strategy* (6th Edition). South-Western Pub.
3. Porter, M. E. *Competitive Strategy: Techniques for Analyzing Industries and Competitors*. Free Press.

Course Code: MKT-513

Course Title: Advanced Marketing Research

COURSE SUMMARY

This course discusses various key concepts, processes, and techniques of marketing research along with their applications within the market at an advanced level. The course includes basic content such as an overview of marketing research, research design, qualitative and quantitative research, and quantitative methods used for analyzing research data to make decisions. Additionally, the course covers model building, applications of advanced tools and techniques of data analysis, including factor analysis, multiple regressions, conjoint analysis, discriminant analysis, ANOVA, structural equations modeling, etc., and the decision-making process. Upon completing this course, students will be able to conduct marketing research to identify problems and derive solutions for the challenges faced by a business organization.

COURSE OBJECTIVES

- a) Identify research needs and select the most suitable research methods for solving the marketing problems.
- b) Design the research instruments and a sampling approach to conduct advanced marketing research.
- c) Analyze data using the most widely used software in the industry (SPSS).
- d) Interpret the data and present the findings to a wider audience.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Understand fundamental principles, concepts, and measurement tools essential to planning, conducting, and evaluating advanced marketing research activities.
- b) Learn how to formulate marketing research problems and develop solutions in a logical and systematic manner.
- c) Learn the difference between qualitative and quantitative research methods with practical application.
- d) Use appropriate research methods and techniques for specific marketing research.
- e) Be able to collect, organize, and analyze data using SPSS statistical software, and interpret findings to address marketing research problems.

COURSE CONTENTS

Section I:

Review of Research Theory and Practice: Research basics, Understanding Research Philosophies and Approaches, Structuring the Research Project, Research ethics, Finding and reviewing the literature, Questionnaire and Form Design.

Methods and Model Building: What Is Multivariate Analysis? Multivariate Analysis in Statistical Terms, Some Basic Concepts of Multivariate Analysis, Statistical Significance Versus Statistical

Power, A Classification of Multivariate Techniques, Types of Multivariate Techniques, Guidelines for Multivariate Analyses and Interpretation, A Structured Approach to Multivariate Model Building, Key Terms.

Section II: Understanding and Preparing for Multivariate Analysis

Cleaning and Transforming Data: Introduction, Graphical Examination of the Data, Missing Data, Outliers, Testing the Assumptions of Multivariate Analysis, Incorporating Nonmetric Data with Dummy Variables, Key Terms.

Factor Analysis: What Is Factor Analysis? A Hypothetical Example of Factor Analysis, Factor Analysis Decision Process, Objectives of Factor Analysis, Designing a Factor Analysis, Assumptions in Factor Analysis, Deriving Factors and Assessing Overall Fit, Interpreting the Factors, Validation of Factor Analysis, Additional Uses of Factor Analysis Results, An Illustrative Example, Key Terms.

Section III: Analysis Using Dependence Techniques

Simple and Multiple Regressions: What Is Multiple Regression Analysis? An Example of Simple and Multiple Regressions, A Decision Process for Multiple Regression Analysis, Objectives of Multiple Regressions, Research Design of a Multiple Regression Analysis, Assumptions in Multiple Regression Analysis, Estimating the Regression Model and Assessing Overall, Interpreting the Regression Variate, Validation of the Results, Illustration of a Regression Analysis, Key Terms.

Conjoint Analysis: What Is Conjoint Analysis? Hypothetical Example of Conjoint Analysis, The Managerial Uses of Conjoint Analysis, Comparing Conjoint Analysis with Other Multivariate Methods, Designing a Conjoint Analysis Experiment, The Objectives of Conjoint Analysis, The Design of a Conjoint Analysis, Assumptions of Conjoint Analysis, Estimating the Conjoint Model and Assessing Overall Fit, Interpreting the Results, Validation of the Conjoint Results, Managerial Applications of Conjoint Analysis, Choice-Based Conjoint: Adding another Touch of Realism, Overview of the Three Conjoint Methodologies, An Illustration of Conjoint Analysis, A Managerial Application: Use of a Choice Simulator, Key Terms.

Multiple Discriminant Analysis and Logistic Regression: What Are Discriminant Analysis and Logistic Regression? Analogy with Regression and MANOVA, Hypothetical Example of Discriminant Analysis, The Decision Process for Discriminant Analysis, Objectives of Discriminant Analysis, Research Design for Discriminant Analysis, Assumptions of Discriminant Analysis, Estimation of the Discriminant Model and Assessing, Interpretation of the Results, Validation of the Results, A Two-Group Illustrative Example, A Managerial Overview, A Three-Group Illustrative Example, Logistic Regression: Regression with a Binary Dependent Variable, An Illustrative Example of Logistic Regression, A Managerial Overview, Key Terms.

MANOVA: Extending Univariate Methods for Assessing Group Differences, A Hypothetical Illustration of MANOVA, A Decision Process for MANOVA, Objectives of MANOVA, Issues in the Research Design of MANOVA, Assumptions of ANOVA and MANOVA, Estimation of the MANOVA Model and Assessing Overall Fit, Interpretation of the MANOVA Results, Validation of the Results, Illustration of a MANOVA Analysis, Example 2: Difference Between K Independent

Groups, Example 3: A Factorial Design for MANOVA with Two Independent Variables, A Managerial Overview of the Results, Key Terms.

Section IV: Analysis Using Interdependence Techniques

Grouping Data with Cluster Analysis: What Is Cluster Analysis? How Does Cluster Analysis Work? Cluster Analysis Decision Process, Objectives of Cluster Analysis, Research Design in Cluster Analysis, Assumptions in Cluster Analysis, Deriving Clusters and Assessing Overall Fit, Interpretation of the Clusters, Validation and Profiling of the Clusters, An Illustrative Example, Employing Hierarchical and Nonhierarchical Methods, Key Terms.

MDS and Correspondence Analysis: What Is Multidimensional Scaling? A Simplified Look at How MDS Works, Comparing MDS to Other Interdependence Techniques, A Decision Framework for Perceptual Mapping, Objectives of MDS, Research Design of MDS, Assumptions of MDS Analysis, Deriving the MDS Solution and Assessing, Interpreting the MDS Results, Validating the MDS Results, Issues in Validation, Overview of multidimensional Scaling, A Simple Example of CA, A Decision Framework for Correspondence Analysis, Overview of Correspondence Analysis, Illustrations of MDS and Correspondence Analysis, A Managerial Overview of MDS Results, Key Terms.

Section V: Structural Equations Modeling

SEM: An Introduction, What Is Structural Equation Modeling? SEM and Other Multivariate Techniques, The Role of Theory in Structural Equation Modeling, A Simple Example of SEM, Six Stages in Structural Equation Modeling, Defining Individual Constructs, Developing and Specifying the Measurement, Creating the Measurement Model, Designing a Study to Produce Empirical Results, Assessing Measurement Model Validity, Specifying the Structural Model, Assessing the Structural Model Validity, Key Terms.

Applications of SEM

Part 1: Confirmatory Factor Analysis

CFA and Exploratory Factor Analysis, A Simple Example of CFA and SEM, A Visual Diagram SEM Stages for Testing Measurement Theory Validation with CFA, Defining Individual Constructs, Developing the Overall Measurement Model, Designing a Study to Produce Empirical Results, Assessing Measurement Model Validity, CFA Illustration

Part 2: What Is a Structural Model?

A Simple Example of a Structural Model, An Overview of Theory Testing with SEM, Stages in Testing Structural Theory, Specifying the Structural Model, Assessing the Structural Model Validity, SEM Illustration

Part 3: Extensions and Applications of SEM

Multiple Groups Analysis, Measurement Bias, Relationship Types: Mediation and Moderation, Longitudinal Data, Partial Least Squares.

Reference Books:

1. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. *Multivariate data analysis: A Global Perspective* (7th Edition). Pearson Global Edition.
2. Walliman, N. *Research methods: The basics*. Routledge.
3. Hair, J. F., Bush, R., & Ortinau, D. *Marketing Research* (4th Edition). McGraw-Hill/Irwin.
4. Brace, I. *Questionnaire design: How to plan, structure and write survey material for effective market research*. Kogan Page Publishers.

Course Code: MKT-514
Course Title: Business Marketing

COURSE SUMMARY

This course focuses on the comprehensive study of the nature and scope of business or industrial markets: product management, pricing, promotion, and distribution. This course also covers major activities involved in marketing of industrial goods, analysis of industrial market structures, habits and motives of industrial buyers, types of industrial products, pricing problems, distribution channels, industrial marketing opportunities, and industrial competitive strategies.

COURSE OBJECTIVES

- a) Understand the industrial, marketing, and business terms and concepts that are significant within the field of industrial or business marketing.
- b) Describe the applications, challenges, and the dynamic environment of business marketing, including the unique nature of organizational buying behavior.
- c) Lay out the strategies and structures to cater to the business market.
- d) Develop a managerial orientation for implementing and controlling business marketing programs.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Understand the difference between consumer marketing and business marketing.
- b) Learn the structure of business products' characteristics, behavior of industrial buyers, distribution methods, pricing and payment terms, communication methods etc.
- c) Develop a framework for managing effective B2B partnerships, supply chain management, distribution channels, pricing, positioning, and integrated communication strategy.
- d) Appreciate how internet technologies, especially e-commerce, facilitate business-to-business marketing
- e) Develop a business marketing plan for a real local company that mainly targets industrial/business customers.

COURSE CONTENTS

Introduction to Business Marketing: The Importance of Business Marketing, How Business Marketing is Unique, Business Markets, and The Entire System.

The Character of Business Marketing: The Magic of Markets, Beyond Market Coordination, Developing Relationships, A Model of Relationship Development, Safeguarding Relationships, Relationships in Larger Networks.

The Purchasing Function: The Importance of Purchasing, Purchasing Philosophy, Supplier Evaluation, Trends in Purchasing, Purchasing in Government, Ethics in Purchasing.

Organizational Buyer Behavior: Theories in Use, People Make the Decisions, Reward, Measurement Theory, Behavior Choice Theory, Role Theory, Buying Determinants Theory.

Market Opportunities: Current and Potential Customers, Finding Opportunities, Market

Segmentation, Segment Criteria, Market Assessment Tools.

Marketing Strategy: Why a Strategy? Elements of Business Strategy, Developing Strategy, Understanding Competitive Pressures, Strategic Implications of the Five Competitive Forces, The Organizational Context for Competing, Organizational Learning and Memory.

Weaving Marketing into the Fabric of the Firm: The Fabric of the Firm, Market-Oriented Companies, Partnerships in Marketing, Marketing Orientation and Organizational Learning, The Learning Market-Oriented Individual.

Business Marketing Channels: Partnerships for Customer Service: What is the Marketing Channel? Types of Channel Intermediaries, Marketing Channel Design, Channel Management: The Policies of Distribution, Relationship Forms in Channels.

Pricing and Negotiating for Value: The Principles of Price, Cutting to the Quick: The Scissors Factors of Price, The Nature of Competitive Markets, Issues in Price Management, A Pricing System.

Evaluating Marketing Efforts: The Importance of Evaluating Marketing Efforts, Control Systems, Tools of Control, and Using Control Systems.

Customer Retention and Maximization: Conquest and after marketing, The Nature of a Customer, Retention Probability and Customer Value, Customer Relationship Management, Building Relationships, Running Relationships, Strengthening Relationships.

Textbook:

Dwyer, F. R., & Tanner, J. F. *Business Marketing* (Latest Edition). McGraw-Hill.

Reference Books:

1. Taylor, H. *B2B Marketing Strategy: Differentiate, Develop and Deliver Lasting Customer Engagement* (1st Edition). Kogan Page publisher.
2. Hidalgo, C. *Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer* (1st Edition). Springer.

Course Code: MKT-515
Course Title: Environmental Marketing

COURSE SUMMARY

The course explores the critical environmental issues and challenges confronting marketers in the 21st century and how the marketing decisions and actions of businesses influence the improvement or degradation of the natural environment. This course mainly focuses on how marketers as a whole develop their products, pricing, promotions, and distribution strategies in a sustainable way to promote environmental quality. In addition, it elucidates how green segmentation, targeting, and positioning strategies of firms help consumers' quality of life and environmental protection. It also describes the present status of corporate environmentalism in Bangladesh.

COURSE OBJECTIVES

- a) Provide an understanding of the theories, concepts, and frameworks of environmental marketing.
- b) Explore the relationship among business, society, and environment.
- c) Understand how the roles of marketing, such as developing a green marketing mix and green market-driven strategies ensure environmental protection.
- d) Explore the opportunities, challenges, and issues faced by marketing in developing and implementing an environmental marketing strategy.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Explain the marketer's role in environmental protection.
- b) Identify and explain the green "Marketing Mix" and green marketing strategies of organizations used to assure environmental quality.
- c) Develop a cross-functional management orientation that promotes a company-wide effort towards the development of sustainable practices.
- d) Develop a green marketing plan to know they it promotes sustainability.

COURSE CONTENTS

Principles of Environmental Marketing: Natural and Social Environment Influencing the Quality of Human Lives, A Complex and Changing Interrelationship among the Business, Society and Environment, Meaning of Environmental Marketing, Emerging Ideas of Environmental Marketing, Key Elements of Environmental Marketing, Micro and Macro Environmental Forces, Responding to Marketing Environment, Future of Environmental Marketing.

Environmental Consumerism: Meaning, Nature and Enduring Trend in Environmental Consumerism, The Age of Green Consumer, Profile of Green Consumerism, Green Consumer Psychology, Emerging Green Purchasing Ethics, Corporate Response to Environmental Consumerism, Corporate Green Stakeholders.

Green Marketing: Challenges of Green Marketing, Meaning & Characteristics of Green Marketing, Importance of Green Marketing, Organizing for Green Success, Elements of Green Marketing,

Green Marketing Practice in the Developed and Developing Countries, Strategic Marketing Planning for Green Marketing.

Green Marketing Strategies: Green Product Strategies, Green Packaging Strategies, Creating Green Consciousness through Marketing Communication & Promotion, Development Issues in Green Marketing, Emphasizing Corporate Social Responsibility, Effective Decision Making and Implementation.

The Greening of the Organization: Introduction, The corporate Response, The Organizational Dimension of Greening, Total Quality Environmental Management, The Evolution of Green Organization, Marketing within the Green Organization a New Vision of the Organization.

Segmenting and Positioning within Green Markets: Introduction, The Hunt for the Green Consumers, Defining Green Market Segments, The Role of Environmental Knowledge, The Role of Attitudes Towards the Environment, Segmenting Green Industrial Market, Segmenting the Green Consumer Markets, Eco-positioning, Branding.

Environmentalism in Bangladesh: State of Natural, Social and Cultural Environment in Bangladesh, Environmental Consciousness among People, Emerging Trend of Environmentalism, Government Role in Protecting Living & Social Environment, Activities of Environmental Lawyers' Association and other Environment Friendly Groups, Environmental Legislations and Legal Provision in Bangladesh, Corporate Environmentalism in Bangladesh.

Textbook:

Peattie, K. *Environmental Marketing Management: Meeting the Green Challenge* (Latest Edition). Financial Times Management Publishing.

Reference Books:

1. Ottman J. A. *Green Marketing: Challenges & Opportunities for the New Marketing Age* (1st Edition). NTC Pub Group.
2. Ottman, J. A. *The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding* (Illustrated Edition). Berrett-Koehler Publishers.
3. Hunt, D., & Johnson, G. *Environmental Management System Principles and Practice*. McGraw-Hill, New York.
4. Gain, P. et al. *Bangladesh Environment Facing the 21st Century*. Society for Environment and Human Development. Dhaka.

Second Semester

Course Code: MKT-521

Course Title: Integrated Marketing Communications

COURSE SUMMARY

Integrated marketing communication (IMC) involves a company's total marketing communication mix-advertising, direct marketing, personal selling, sales promotion, public relations, publicity, etc. A marketer's success in promoting their products and services mainly depends on the effective and efficient management of these communication tools. This course will enable students to possess a strong theoretical background in integrated marketing communication issues, coupled with a practical understanding of how marketing communications plan elements can help marketers achieve their business objectives.

COURSE OBJECTIVES

- a) Understand the concepts, principles, and terminology of Integrated Marketing Communications.
- b) Develop and select the appropriate marketing communications mix to achieve the communications and behavioral objectives of the IMC campaign plan.
- c) Examine how integrated marketing communications help to organize advertising and promotion campaigns, media strategy, target market selection, message content and evaluation strategy for products or services.
- d) Learn how to measure the impact of the IMC campaign on company success.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Identify and discuss the role of each of the promotion mix: personal selling; advertising, direct marketing, Internet and interactive marketing, sales promotion, publicity and public relations, and personal selling.
- b) Analyze how integrated marketing communications campaigns are planned, developed, executed, and evaluated.
- c) Describe the various control mechanisms used to evaluate the effectiveness of IMC.
- d) Prepare an IMC Plan.

COURSE CONTENTS

An Introduction to Integrated Marketing Communications (IMC): The Growth of Advertising and Promotion, The Promotional Planning Process, Perspective and Organization.

Role of IMC in the Marketing Process: The Target Marketing Process, Developing the Marketing Planning Program, The Role of Advertising and Promotion.

Organizing for Advertising and Promotion: Role of Ad Agencies and Other Marketing Participants in the Integrated Marketing Communications, Organizing for Advertising and

Promotion in the Firm, Advertising Agencies, Career Profile, Agency Compensation, Evaluating Agencies, Specialized Services, Collateral Services, and Integrated Marketing Communications.

Establishing Objectives and Budgeting for the Promotional Program: The Value of Objectives, Determining Promotional Objectives, Sales versus Communications Objectives, Problems in Setting Objectives, Establishing and Allocating the Promotional Budget.

Creative Strategy Planning and Development: The Importance of Creativity in Advertising, Advertising Creativity, Planning Creative Strategy, The Creative Process, Director of Strategic Planning and Research, Creative Strategy Development.

Creative Strategy Implementation and Evaluation: Appeals and Execution Styles, Creative Tactics, Career Profile, Client Evaluation, and Approval of Creative Work.

Media Planning and Strategy: Market Analysis and Target Market Identification, Establishing Media Objectives, Development and Implementation of Media Strategies, Evaluation and Follow-up, Computers in Media Planning, Characteristics of Media.

Evaluation Media: Evaluation of Broadcast Media: Television, Buying Television Time, Career Profile, Radio, Evaluation of Print Media: The Role of Magazines and Newspapers, Magazines, Newspaper.

Sales Promotion: The Scope and Role of Sales Promotions, The Growth of Sales Promotion, Consumer-Oriented Sales Promotion, Consumer-Oriented Sales Promotion Techniques, Career Profile, Trade-Oriented Sales Promotion, Coordinating Sales Promotion and Advertising, Sales Promotion Abuse.

Personal Selling: The Role of Personal Selling in the IMC Program, Evaluating the Personal Selling Effort.

Measuring the Effectiveness of the Promotional Program: Arguments for and Against Measuring Effectiveness, Conducting Research to Measure Advertising Effectiveness, the Testing Process, Setting a Program for Measuring Advertising Effectiveness, Measuring the Effectiveness of Other Program Elements.

Textbook:

Clow, K. E., & Baack, D. *Integrated Advertising, Promotion, and Marketing Communications* (Latest Edition). Pearson.

Reference Books:

1. Percy, L. *Strategic Integrated Marketing Communications* (1st Edition), Butterworth Heinemann.
2. Jones, S. K., & Steven Kelly, S. *The IMC Case Book: Cases in Integrated Marketing Communications* (1st Edition). Midwest Marketing Education Foundation.

Course Code: MKT-522

Course Title: Nonprofit and Social Marketing

COURSE SUMMARY

This course comprises two parts. In the first part, it focuses on how nonprofit organizations use marketing to publicize their mission and to gather contributions of time and money. As nonprofit organizations reach out to their target audiences, the application of marketing-mix principles and the delivery of a value proposition are essential to effective outcomes. In the second part, it focuses on how social marketing can be used to promote merit goods, or to help society avoid demerit goods and thus promote the well-being of society. This section will help students to learn how to apply key marketing principles to campaigns and efforts to improve health, decrease injuries, ensure safety and security, protect the environment, build communities, and enhance financial well-being.

COURSE OBJECTIVES

- a) Understand the basic concepts, principles, and theories of nonprofit and social marketing.
- b) Learn the application of fundamental traditional marketing strategies in the context of nonprofit and social marketing sectors.
- c) Gain knowledge on how nonprofit and social marketers select target markets, devise market-driven strategies, develop marketing mix, attract donors, and manage volunteers.
- d) Apply the criteria for building win-win partnerships between the corporate and the nonprofit and social marketing stakeholders.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Explain the scale, scope, significance, and uniqueness of the nonprofit and social marketing sector.
- b) Apply the basic and advanced techniques for the development of nonprofit and social marketing strategies.
- c) Interpret the concept of value proposition, segmentation, targeting, positioning, and stakeholder management, *i.e.*, clients, donors, govt. agencies and volunteers for nonprofits and social marketing.
- d) Understand how to effectively manage the implementation and evaluation of nonprofit and social marketing projects.
- e) Develop the nonprofit and social marketing plan that includes situational analysis, developing the marketing mix, managing donations and costs, developing objectives, and metrics for success in marketing.

COURSE CONTENTS

Part I: Nonprofit Marketing

The Growth and Development of Nonprofit Marketing: The nonprofit marketing world, Importance and types of the nonprofit sector, Uniqueness of the nonprofit sector, Challenges faced by the nonprofit sector marketing.

Developing a Customer-centered Nonprofit Mindset: Evolution of nonprofit marketing mindset, Characteristics of a customer-centered nonprofit marketing, Becoming a customer-centered nonprofit marketer.

Strategic Nonprofit Marketing Analysis and Planning: Analyzing vision, mission, objectives, and goals of nonprofit organizations, Nonprofit organizational marketing planning, SWOT Analysis, Core nonprofit marketing strategy, Nonprofit campaign marketing planning strategy.

Understanding Target Audience Behavior: Behavioral drivers in nonprofit, Role of exchange and value proposition in nonprofit, Understanding target audience behavior, Highly complex decisions for audience.

Nonprofit Segmentation, Targeting Positioning (STP) Strategies: Nonprofit segmentation bases and strategy, Pattern of nonprofit target market selection, Nonprofit positioning strategies.

Nonprofit Marketing Mix (The 4P's): Offer types and new offer development strategy of nonprofit marketing, Offer life cycle, Nonprofit pricing strategy, Channel strategy, Communication strategies of nonprofit.

Generating Funds in Nonprofits: Sources and types of funds, Techniques of fundraising from donors, Managing donors, String Funds.

Volunteer Management in Nonprofits: Benefits of nonprofit volunteering, Attracting volunteers, Managing volunteers.

Part II: Social Marketing

Understanding Social Marketing: Social marketing concepts, Areas of social marketing operation, Uniqueness of social marketing, how society benefits from social marketing, Competitive structure of social marketing, Barriers to social marketing success, Tips for social marketing success.

Strategic Social Marketing Planning Process: Developing a social marketing plan, a Stepwise social marketing planning process.

Social Marketing Segmentation, Targeting, Positioning (STP) Strategies: Selecting social marketing audience and others, Social marketing targeting strategy, Social marketing positioning strategies.

Social Marketing Mix (The 4P's): Developing social marketing products, setting social marketing pricing strategy, choosing social marketing place strategy, setting social marketing promotion strategies, *i.e.*, message strategy, selecting communication channels.

Textbooks:

1. Andreasen, A., & Kotler, P. *Strategic Marketing for Nonprofit Organizations* (7th Edition). PHI Publication.
2. Lee, N. R., & Kotler, P. *Social Marketing: Influencing Behavior for Good* (4th Edition). SAGE Publications.

Reference Books:

1. Walter, W., Patricia, K., & Roger, G. *Nonprofit Marketing: Marketing management for charitable and nongovernmental organizations*. SAGE Publications.
2. Lefebvre, C. *Social Marketing and Social Change: Strategies and Tools for Health, Well-Being, and the Environment*. Jossey-Bass Publisher.

Course Code: MKT-523
Course Title: Digital Marketing

COURSE SUMMARY

This course is designed to make students capable of understanding the various technological platforms used by marketers to keep pace with the changing world of technology. This course examines the digital marketing environment, strategy, and operations. The course is believed to provide students with comprehensive knowledge on digital customer behavior, Website and SEO optimization, e-commerce management, digital advertising management, email marketing, e-CRM strategy, social media marketing, and analytics. It helps students explore the emerging tools offered by the internet and integrates digital marketing and traditional marketing efforts.

COURSE OBJECTIVES

- a) Identify the importance of digital marketing for marketing success.
- b) Understand the application of major digital marketing tools such as SEO, digital channels, digital media management, content management, website management, digital customer service management, etc.
- c) Assess the marketing potential of digital technologies and social media platforms.
- d) Learn new insights about changing digital marketing and social media trends, and learn how to combat the technological challenges.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Understand the imperatives of using digital marketing tools and techniques by modern marketers.
- b) Understand how various digital marketing tools, such as search engine optimization, online advertising, web analytics, social media marketing, email marketing, and digital customer relationship marketing, contribute to higher conversion rates.
- c) Learn to develop, evaluate, and execute a comprehensive digital marketing strategy and plan.
- d) Prepare a digital marketing plan.
- e) Develop analytical abilities to untangle issues related to digital marketing through relevant cases.

COURSE CONTENTS

Part I: Marketing in the Digital World

Introduction to Digital Marketing: Digital marketing concepts, A history of digital marketing, Marketing strategy model related to digital marketing: The 4 Ps of marketing, Porter's five forces, Brand or perceptual positioning map, Customer lifetime value, Segmentation, Boston Consulting Group matrix.

The Digital Marketing Environment: Digital transformation, Programmatic marketing, Artificial intelligence, Virtual and augmented reality.

Digital customers: Digital customers' concepts, Online buying behavior.

Digital Marketing in Bangladesh: Industry structure, Participants, Scopes, Strategies and Prospects.

PART II: OPERATIONAL DIGITAL MARKETING

Search Engine Optimization: How search engines work, Keyword selection, On-site optimization, Off-site optimization, Strategic search engine optimization, Third-party search engine ranking.

Website Development: Web presence ownership, management, and development, Usability, the basics, Content development, the B2B website, the global web presence.

E-commerce: Multi-channel retailing, Fulfillment, Comparison shopping engines, e-marketplaces and third-party shopping websites, the e-commerce website.

Advertising Online: Programmatic advertising, Objectives and management, Online ad formats, Search advertising, Network advertising, Landing pages.

Email marketing: Email as a medium for direct marketing, Email as a medium for marketing messages, Email newsletters.

Marketing on Social Media: Blogging, Consumer reviews and ratings, Social networking, Social sharing, Social media service and support, Strategic marketing on social media, Measure and monitor.

User Experience and Transformation: User experience (UX), Digital transformation.

CRM and Retention: Defining CRM and retention, Contact strategy, Cross-selling and up-selling, Predictive analytics, CRM systems, Social CRM (SCRM), Loyalty.

True personalization: What is personalization? Defining true personalization, User-defined personalization, Behavioral personalization, Tactical personalization, and Single customer view.

Customer Service: Customer service principles, Service channels, and Social customer service measurement.

Content Strategy: What is content marketing? What is content? What content types should you use? Why content marketing? People and process for creating content, Distribution, measuring the value of content, International content, and Audit checklist.

Analytics and Reporting: The data landscape, The reliability of data-based decisions, What are analytics? Tools and technology, Attribution modeling, and Reporting.

PART III: CASE STUDIES

Case Studies on Successful Digital Marketers, both at the National and Global Level.

Textbooks:

1. Charlesworth, A. *Digital Marketing: A Practical Approach* (Third Edition). Routledge Publication.
2. Kingsnorth, S. *Marketing Strategy: An integrated approach to online marketing*. Kogan Page Publication.

Reference Book:

Chaffey, D., & Ellis-Chadwick, F. *Digital Marketing* (5th Edition). Pearson Education Limited.

Course Code: MKT-524
Course Title: Relationship Marketing

COURSE SUMMARY

The course explores the various internal and external relationship marketing strategies of firms with their stakeholders. Successful relationship marketing brings in more acquisition, growth, and retention of customers for an organization. This course covers various relationship marketing theories, tools, and techniques to build, grow, and maintain long-term stakeholder relationships in this competitive age. It aims to provide students with practical knowledge of the conceptual and operational tools necessary for developing a long-lasting and profitable relationship with stakeholders.

COURSE OBJECTIVES

- a) Understand the key elements, theories, and concepts of relationship marketing.
- b) Define the role of relationship marketing as part of a marketing strategy.
- c) Acquire knowledge on an organization's relationships with its key market constituents and how to improve them.
- d) Identify opportunities that relationship marketing provides to organizations.
- e) Learn how to create value and set up marketing activity to bring in customer satisfaction and total quality.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Critically analyze the approaches and techniques that are used by businesses in relationship marketing.
- b) Recognize the elements of transactional marketing and relational marketing.
- c) Identify a number of target groups that will require different types of relationships.
- d) Understand how best to introduce CRM in an organization.

COURSE CONTENTS

Introduction: Relationship Marketing (RM), Customer Relationship Marketing (CRM), and one-to-one Marketing, Business Is a Network of Relationships, General Properties of Relationships, The Roots of RM, Evolution of RM, Fundamental Values of RM, Principles of RM, The Domain of Relationship Marketing, Transaction Marketing versus Relationship Marketing, Networks and Interaction.

The 30Rs in Relationship Marketing: Classic Market Relationships, Special Market Relationships, Mega Relationships, and Nano Relationships.

Value Creation: Creating Value for the Customer, The Expanded Marketing Mix, Value Delivery Sequence, Value Creating Relationships, The Relationship Management Chain, Creating Value for the Organization, Customer Value, Profitability and Market Segments, Building Marketing Relationships, The Six Markets Model.

Managing Relationship in Networks: Introducing the New Organization, What Makes Networks Work, The Rise of the Network Organizations, Partnerships, Creating Value through Collaboration, Portfolio of Relationships, Managing Network Relationships, Developing the Right Interface Structure, and Paradoxes of Organizations.

Developing and Implementing Relationship Strategy: Relationship as a Source of Value, Choice of Relationship Strategy, Planning for the Six Markets, Organizational Change, and Generating Knowledge through Dialogue.

Relationship Marketing and Customer Retention: Return on Relationships, Satisfaction, Loyalty, and ROR, The Relationship Marketing Ladder of Loyalty, Duration, Retention, and Defection, Improving Customer Retention, Customer Interaction, Triplets and Tribes, Intellectual Capital and the Balanced Scorecard, Return on the non-measurable ROR and the Whole Network and Strategy for improved ROR.

Relationship Marketing Tomorrow: The Future of Relationship Marketing, Current RM and CRM Literatures, A Paradigm Shift in Marketing, New Concepts of RM, CRM, and 4Ps, The Value Society and the Network Society, and Modernism and Post Modernism.

Textbook:

Gummesson, E. *Total Relationship Marketing* (3rd Edition). Butterworth-Heinemann.

Reference Books:

1. Christopher, M., Payne, A., & Ballantyne, D. *Relationship Marketing* (1st Edition). Routledge.
2. Mckenna, R. *Relationship Marketing: Successful Strategies for the Age of the Customer* (Reprint Edition). Basic Books.

Course Code: MKT-525
Course Title: Services Marketing

COURSE SUMMARY

This course describes how various service organizations, such as hotels, banks, insurance companies, professional services, hospitals, and educational institutions market their services by applying different tools and techniques. It will explore service processes and delivery, customer loyalty, pricing, communications, and capacity by studying businesses in a variety of service industries. Moreover, this course is intended to broaden students' views on marketing and give students an understanding of how marketing is practiced in service organizations.

COURSE OBJECTIVES

- a) Understand the theory and concepts pertaining to service marketing.
- b) Define the role of services marketing and discuss its core concepts, and explain the relationship among customer value, satisfaction, productivity, and quality.
- c) Understand how to develop effective service marketing strategies that emphasize the value exchange between suppliers and their customers.
- d) Explain the unique challenges of services marketing, including the elements of product, price, place, promotion, processes, physical evidence, and people.
- e) Discuss how marketing managers go about developing profitable customer relationships in the services marketing area.

LEARNING OUTCOMES *At the end of the course, the students shall be able to:*

- a) Build an understanding of the dynamics, frameworks, and schemes of services marketing.
- b) Develop essential knowledge on service creation, pricing, promotion, and delivery of services.
- c) Understand the relationship between service marketing and profitability.
- d) Describe tools and models managers might employ to increase customers' perceptions of satisfaction, service quality, and value.
- e) Foster critical thinking and problem-solving skills in services marketing.

COURSE CONTENTS

Distinctive Aspects of Services Marketing: Understanding the service sector, A dynamic environment for services, Implications and opportunities for service marketers, Marketing-relevant differences between services and goods.

Developing Frameworks for Analyzing Services: Categorizing services based on the nature of service activities, and Additional classification schemes.

The Customer Experience: Understanding service encounters, Service as a process, Service as a system, Managing service encounters between employees and customers.

Positioning a Service in the Marketplace: Search for competitive advantage, Consumer choice behavior, Creating a competitive position, Steps in developing a positioning strategy, Developing positioning maps.

Managing Demand: Capacity management, Demand patterns and determinants, Demand management strategies, Marketing mix to shape demand patterns, Inventorying demand.

Creating and Delivering Services: Understanding service products, Planning and branding service products, creating new services, searching for quality, consistency, and cost effectiveness.

Adding Value to Core Products: Core products and supplementary services, Classification of supplementary services, Opportunities to use IT, Managerial implications.

Understanding Costs and Developing Pricing Strategies: Foundation of pricing strategy, Monetary pricing objectives, Pricing relative to demand levels, Formulating pricing strategies.

Communicating and Promoting Services: Communication issues for service marketers, Services vs. packaged goods- implications for promotion strategy, Designing a specific service promotion, Guidelines for effective promotion.

Developing and Managing the Customer-Service Function: Concept of customer service, Centralizing the response function, Designing an effective customer service organization, Guidelines for effective program implementation.

The financial & Economic effect of service: Service & profitability: The direct relationship, Offensive marketing effects of service: Attracting more & better customers, Defensive marketing effects of service, Customer perceptions of service & purchase intentions, The effect of selecting profitable customers, The key drivers of service quality, customer retention, & profits, Company performance measurement.

Textbook:

Zeithaml, V. A., & Bitner, M. J. *Services Marketing* (5th Edition). McGraw-Hill.

Reference Books:

1. Lovelock, C. H., & Wirtz, J. *Services Marketing: People, Technology, Strategy* (7th edition). Pearson.
2. Parvatiyar, A., & Sheth, J. N. *Handbook of Relationship Marketing* (1st Edition). SAGE Publications.