

PRINCIPLES OF MARKETING
COURSE NO: 462 (3 Credit Hours)

1. AN OVERVIEW OF MARKETING

- Dynamics of Marketing
- Definition of Marketing
- Evolution of Marketing
- Importance and Scope of Marketing
- Marketing functions and Performers

2. ENVIRONMENT OF MARKETING

- Marketing & Its Environment
- Controllable factors
- Uncontrollable factors

3. INFORMATION FOR MARKETING DESISIONS

- Marketing Research
- Marketing Information system

4. DEVELOPING, INTEGRATING AND ANALYZING

- Marketing plan

5. UNDERSTANDING CONSUMER

- Consumer demographics
- Consumers size style & decision making

BOOKS RECOMMENDED:

1. Stanton, William J and Walker Brace.

Fundamentals of Marketing, 9th ed. New Yourk, Mc Graw Hill
1991.

2. McCarthy,

Basic Marketing, Richard D. Irwin

3. Kotler P.

Marketing Prentice Hall,

4. Robin D.P.

Marketing. Harper & Row.

5. Ghouri, Rashid Ahmed &
Faisal Rashid

Marketing

REFERENCE BOOKS

1. Kotler, Philip & Armstrong, Gray,
Principles of Marketing 6th ed. London, Prentice Hall 1994
2. Evans, Joel R and Berman Barry.
Marketing 4th ed. New Your, Mcmillain 1990
3. Etze, Walker, Station,
Marketing, New Yourk, McGraw Hill, USA