

Principles of Marketing (MKTG 201)

Credit Hour: 3

Teaching Mode: In-Person

Schedule: Monday to Friday (11:30 AM to 1:20 PM)

Instructor: Sarah Suneel Sarfraz

Course Description:

Marketing helps in understanding the consumption requirements of our markets. It is through the process of marketing that firms deliver their products to consumers such that it creates a win-win situation both for the firm and for consumers. This course introduces, to the students, fundamental concepts related to the dynamics of consumption marketplace (e.g. market types, competitive landscape) and marketing tools (e.g. Segmentation/Targeting, Positioning, Product, Price, Promotion, Place) to successfully fulfill consumer needs and wants. The ultimate objective of all firm-customer interaction is to create and manage long term profitable customer relationships by creating more and more value for customers. This course will enhance students' problem-solving and decision-making abilities towards marketing related issues using customer-centric approach.