



Comilla University
Department of Marketing
Effective for (Session: 2023-2024)

MBA (Master of Business Administration) Taught/Mixed Mode Course Work Program

Year & Semester	ISCED Code	Course Code	Course Title
First Year First Semester	0414-511	MKT-511	Digital Marketing
	0414-512	MKT-512	Environmental Marketing
	0414-513	MKT-513	Business Marketing
	0414-514	MKT-514	Advanced Marketing Research
	0414-515	MKT-515	Global Marketing
	0414-516	MKT-516	Tourism and Hospitality Marketing
First Year Second Semester	0312-521	MKT-521	Corporate Governance and Social Responsibility
	0414-522	MKT-522	Marketing Analytics
	0414-523	MKT-523	Strategic Marketing
	0414-524	MKT-524	Relationship Marketing
	0414-525	MKT-525	Non-Profit and Social Marketing
	0414-526	MKT-526	Contemporary Issues in Marketing

A) MBA (Taught) in Marketing

Duration of the Program:

Year: 1.0 (one) year, **Semester:** 2 (two) Semester

Semester	Course work	Viva-Voce/Internship/Project Paper	Credit Hours
First semester	6 courses × 3 credits	-	18
Second semester	6 courses × 3 credits	2 credits Viva-Voce	20
Report 4 credits Defense 2 credits		Total credits	6
Total			44

B) MBA (Mixed-Mode) in Marketing

Duration of the Program:

Year: 1.5 (one and half) Year, **Semester:** 3 (three) semester

Semester	Course work	Viva-Voce/Dissertation	Credit Hours
First semester	6 courses × 3 credits	-	18
Second semester	6 courses × 3 credits	2 credits Viva-Voce	20
Third semester	Dissertation Report 9 credits Defense 3 credits	Total credits	12
Total			50

MBA First Semester

Course Title	Digital Marketing	Course Code	0414 MKT-511										
Course Type	Core	Course Status	Theory and Practical										
Course Hour	3.0 Hr./Week	Credit Value	3.0										
Prerequisite	N/A	Total Marks	100										
Course Description													
<p>The Digital Marketing course offers a comprehensive exploration of the dynamic world of digital marketing. Through the lens of strategic planning and practical implementation, students will develop a deep understanding of how to leverage digital channels and tools to achieve business objectives. By analyzing case studies and engaging in hands-on exercises, students will acquire the knowledge and skills required to design, execute, and optimize effective digital marketing campaigns.</p>													
Rationale													
<p>In today's digital age, businesses must effectively navigate the digital landscape to remain competitive and reach their target audiences. This course addresses the increasing demand for professionals who can develop and execute strategic digital marketing initiatives, providing students with the tools they need to thrive in the rapidly evolving digital marketing ecosystem.</p>													
Course Objectives													
<p>The primary objective of this course is to equip students with the knowledge and skills necessary to formulate and implement a comprehensive digital marketing strategy. By the end of the course, students should be able to develop and execute digital marketing campaigns that drive brand awareness, engage customers, and generate measurable results.</p>													
Course Learning Outcomes (CLOs)													
<p>At the end of this course, the students will be able to –</p> <table border="1" style="width: 100%;"> <tr> <td style="width: 15%;">CLO1</td> <td>Understand the fundamental concepts and principles of digital marketing strategy.</td> </tr> <tr> <td>CLO2</td> <td>Develop and execute a comprehensive digital marketing plan aligned with business objectives.</td> </tr> <tr> <td>CLO3</td> <td>Utilize digital channels and tools for customer engagement, acquisition, and retention.</td> </tr> <tr> <td>CLO4</td> <td>Analyze and interpret digital marketing performance metrics to optimize campaigns.</td> </tr> <tr> <td>CLO5</td> <td>Apply ethical considerations and best practices in digital marketing strategy.</td> </tr> </table>				CLO1	Understand the fundamental concepts and principles of digital marketing strategy.	CLO2	Develop and execute a comprehensive digital marketing plan aligned with business objectives.	CLO3	Utilize digital channels and tools for customer engagement, acquisition, and retention.	CLO4	Analyze and interpret digital marketing performance metrics to optimize campaigns.	CLO5	Apply ethical considerations and best practices in digital marketing strategy.
CLO1	Understand the fundamental concepts and principles of digital marketing strategy.												
CLO2	Develop and execute a comprehensive digital marketing plan aligned with business objectives.												
CLO3	Utilize digital channels and tools for customer engagement, acquisition, and retention.												
CLO4	Analyze and interpret digital marketing performance metrics to optimize campaigns.												
CLO5	Apply ethical considerations and best practices in digital marketing strategy.												

<i>Course Contents</i>	1.	Introduction to Digital Marketing Strategy Definition, significance, and evolution of digital marketing. Frameworks for developing effective digital marketing strategies. Digital Marketing Planning and Strategy Development Conducting situational analysis and setting digital marketing objectives. Segmenting target audiences and defining value propositions.	9	CLO1, CLO2
	2.	Content Marketing and Brand Engagement Creating compelling and shareable digital content. Building and maintaining brand engagement through content.	6	CLO3
	3.	Search Engine Optimization (SEO) and Search Engine Marketing (SEM) Optimizing website content for search engines. Creating and managing paid search advertising campaigns.	6	CLO3
	4.	Social Media Marketing and Community Building Leveraging social media platforms for brand communication. Building and nurturing online communities. Email Marketing and Marketing Automation Designing effective email marketing campaigns. Implementing marketing automation for personalized communication. Mobile Marketing and Location-Based Strategies Developing mobile-responsive campaigns and apps. Implementing location-based marketing strategies.	9	CLO3
	5.	Web Analytics and Data-Driven Decision Making Tracking and analyzing website traffic and user behavior. Using data insights to optimize digital marketing campaigns. Digital Marketing Metrics and Performance Measurement Identifying key performance indicators (KPIs) for digital marketing. Evaluating and reporting digital marketing campaign performance.	9	CLO4
	6.	Ethical Considerations in Digital Marketing Addressing ethical issues in data collection and privacy. Applying best practices for responsible digital marketing.	3	CLO5

--	--

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Outcome to Program Outcome:							
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	3	2	2	3	1	-	-
	CLO2	3	3	-	3	-	-	-
	CLO3	2	3	1	-	2	-	-
	CLO4	2	2	1	2	-	-	-

		CLO5	2	1	2	-	-	-	3
<i>Learning Materials</i>	Recommended Text:								
	<ol style="list-style-type: none"> "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick, Pearson. "Digital Marketing Strategy: An Integrated Approach to Online Marketing" by Simon Kingsnorth, KoganPage. 								
	Reference Books:								
	<ol style="list-style-type: none"> "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry. "Influence: The Psychology of Persuasion" by Robert B. Cialdini. 								

MBA First Semester

Course Title	Environmental Marketing	Course Code	0414 MKT-512
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
<i>Course Description</i>	<p>Environmental marketing is an elementary course for the students of the MBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>		
<i>Rationale</i>	<p>Environmental marketing is developing and selling environmentally friendly goods or services. It helps improve credibility, enter a new audience segment, and stand out among competitors as more and more people become environmentally conscious.</p>		
<i>Course Objectives</i>	<p>This course aims to introduce students to environmental issues and recent developments in sustainability. Using principles of marketing, students would be able to incorporate green techniques to marketing strategies.</p>		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-	
	CLO1	Apply the key terms, definitions, and concepts and theories used in green marketing with a global perspective.
	CLO2	Appreciate how to develop sustainable marketing values.
	CLO3	Understand the opportunities, challenges, and issues in designing and implementing the green marketing strategies.
	CLO4	Discuss the ethical issues confronting the companies in the management of green strategies from various stakeholders' perspective with justification of ones course of actions based on specific criteria and outcomes.

Course Contents

	Course Contents	Hours	CLOs
Course Contents	1. Principles of Environmental Marketing: Introduction, Emergence, Fundamentals, Implication and Key Elements of Environmental Marketing.	6 Hrs.	CLO1
	2. Environmental Marketing Context: Business society and environment, Impact of physical environment on business, Balancing the relationship by market forces or command and control.	12 Hrs.	CLO3
	3. A New Marketing Environment: Micro environmental actors, Macro-environmental Forces, Responding to the marketing environment, The future for the environmental marketing.	3 Hrs.	CLO1, CLO2, CLO4
	4. Green consumerism: Consumption, Defining green consumption, Buying process, Post-purchase dissonance, Influences on purchase and consumption decisions, Responding to the green consumers and Consumerism.	3 Hrs.	CLO3
	5. Green Challenges for Marketing: Rethinking the marketing concept, Consumer sovereignty, Practical challenge, The future of the green challenge for marketing.	3 Hrs.	CLO2
	6. Greening of the Organization: Organizational dimensions of greening, Total quality environmental management, Evaluation of the green organization.	3 Hrs.	CLO3
	7. Developing Environmental Marketing Strategy, Segmentation and Positioning within Green Markets: Strategy and holism, Appropriateness,	3 Hrs.	CLO3 ;CLO4

	Competitiveness, Effective decision making, Implementation, Success factors for environmental marketing planning, Hunt for green consumer, Defining green market segments, Eco-positioning.		
8.	Green Product, Process and Packaging: Perspectives on products, Green products, Creating green products, Greening the production system, Green purchasing, Green processing, Packaging materials, Concerns about packaging, Green packaging strategies and Green packaging design.	3 Hrs.	CLO3
9.	Providing Value via Sustainable Marketing Strategies: Discovering Value via Market Analysis; Communicating Value via Integrated Marketing Programs; Producing Value via Innovation; Delivering Value via Sustainable Supply Cycle Strategies; Delivering Value in Retailing; Proclaiming Value via Sustainable Pricing Strategies.	6 Hrs.	CLO4

Mapping of Course Outcome to Program Outcome:

<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	1	1	3	-	-	2	-
	CLO2	3	2	-	3	-	2	-
	CLO3	3	3	3	2	-	-	-
	CLO4	3	3	2	-	-	3	-

Recommended Text:

<i>Learning Materials</i>	<p>Environmental Marketing Management By- Ken Peattie.</p> <p>References:</p> <p>Green Marketing Management By- Robert Dahlstrom; University of Kentucky. Marketing and Changing Environment By- Hallow and Hancock</p>
---------------------------	--

MBA First Semester

Course Title	Business Marketing	Course Code	0414 MKT-513												
Course Type	Core	Course Status	Theory												
Course Hour	3.0 Hr./Week	Credit Value	3.0												
Prerequisite	N/A	Total Marks	100												
Course Description															
<i>Course Description</i>	<p>Business Marketing is an elementary course for the graduate students of the M. B. A program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>														
Rationale															
<i>Rationale</i>	<p>Business Marketing provides students with knowledge about business processes between firms. These processes are studied from the perspectives of selling firms as well as buying firms.</p>														
Course Objectives															
<i>Course Objectives</i>	<p>The principal objective of this course is to convey the fundamental knowledge of business marketing to students. The specific objectives of this course are to:</p> <ol style="list-style-type: none"> 1) describe and apply central concepts in industrial marketing. 2) identify and analyze the process of marketing an industrial concept or product and how networks and other relations are created 3) analyze and explain segmentation on different levels and shopping behavior in different producer markets 4) analyze and explain the importance of a product portfolio, pricing and influence on producer markets 5) suggest and develop different marketing strategies for producer markets 														
Course Learning Outcomes (CLOs)															
<i>Course Learning Outcomes (CLOs)</i>	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">CLO1</td> <td>Describe central features of business markets</td> </tr> <tr> <td>CLO2</td> <td>Illustrate and analyze the purchasing strategies and processes of buying firms</td> </tr> <tr> <td>CLO3</td> <td>Identify and compare different marketing situations and their particular characteristics</td> </tr> <tr> <td>CLO4</td> <td>Understand the impact of business relationships on buying- and selling processes</td> </tr> <tr> <td>CLO5</td> <td>Formulate and evaluate marketing strategies</td> </tr> <tr> <td>CLO6</td> <td>Apply relevant methods and tools in order to prepare a marketing plan, with a focus on market strategy aspects, in order to develop and launch a new product.</td> </tr> </table>			CLO1	Describe central features of business markets	CLO2	Illustrate and analyze the purchasing strategies and processes of buying firms	CLO3	Identify and compare different marketing situations and their particular characteristics	CLO4	Understand the impact of business relationships on buying- and selling processes	CLO5	Formulate and evaluate marketing strategies	CLO6	Apply relevant methods and tools in order to prepare a marketing plan, with a focus on market strategy aspects, in order to develop and launch a new product.
CLO1	Describe central features of business markets														
CLO2	Illustrate and analyze the purchasing strategies and processes of buying firms														
CLO3	Identify and compare different marketing situations and their particular characteristics														
CLO4	Understand the impact of business relationships on buying- and selling processes														
CLO5	Formulate and evaluate marketing strategies														
CLO6	Apply relevant methods and tools in order to prepare a marketing plan, with a focus on market strategy aspects, in order to develop and launch a new product.														

SL/NO	Course Contents	Hrs	CLOs
01	Introduction to Business Marketing The importance of business marketing, how business marketing is unique, Business markets, the entire system.	6 Hrs.	CLO1, CLO2
02	The Character of Business Marketing The magic of markets, beyond market co-ordinations, developing relationships, A model of relationship developments, Safeguarding relationships, Relationships in larger networks.	6 Hrs.	CLO2
03	The Purchasing Functions The importance of purchasing, purchasing philosophy, Supplier evaluation, Trends in purchasing, Purchasing in government, Ethics in purchasing.	3 Hrs.	CLO1 CLO2 CLO3
04	Organizational Buyer Behavior Theories in use, People make the decisions, Reward, Measurement theory, Behavior choice theory, Role theory, Buying determinants theory.	3 Hrs.	CLO1 CLO2 CLO3
05	Market Opportunities Current and potential customers, Finding opportunities, Market segmentation, Segment criteria market assessment tools.	3 Hrs.	CLO5
06	Developing and Managing Products What do customers want? What is a product? Augmentation to exceed expectations, Managing products, New product development, Success or failure? Harvesting a product.	3 Hrs.	CLO5 CLO6
07	Business Marketing Channels Partnerships for customer service, what is marketing channel? Types of channel intermediaries, marketing channel design, Channel management: the politics of distribution, Relationship forms in channels.	3 Hrs.	CLO4 CLO6
08	Integrated Marketing Communications CRM, CRM process, IMC strategy, budgeting for communications.	3 Hrs.	CLO4 CLO5
09	Communication with the Market Advertising, Public relations, and Trade shows advertising to business, Public relations, Trade show marketing.	3 Hrs.	CLO2
10	Sales and Sales Management The nature of professional selling, Sales role in the organization, Sales strategies and customer relationships, Organization the sales force, Directing the sales force, Evaluating performance.	3 Hrs.	CLO2

11	Evaluating Marketing Efforts Importance of evaluating marketing efforts, Control systems, Tools of control, Using control system.	3 Hrs.	CLO3 CLO4
12	Customer Retention and Maximization Conquest and after marketing, The nature of a customer, Retention probability and customer value, Building relationships, Running relationships, Strengthening good relationships.	3 Hrs.	CLO4

--	--	--	--

Alignment of CLOs VS PLOs	Mapping of Course Outcome to Program Outcome:							
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	3	2	3	-	-	2	2
	CLO2	3	-		1	2	-	2
	CLO3	-	1	1	-	-	2	3
	CLO4	2	1		2	3	3	-
	CLO5	-	-	3	2	-	2	2
	CLO6	3	-	1	2	3	-	-

Learning Materials	Recommended Text:
	Dwyer, F. R., & Tanner, J. F. (2002). <i>Business marketing: Connecting strategy, relationships, and learning</i> . New York: McGraw-Hill. 3 rd edition.
	References:
	<ol style="list-style-type: none"> 1) Michael D. Hutt-Industrial Marketing Management 2) Robert R. Reeder-Industrial Marketing-Analysis, Planning and Control 3) Hass Kobut-Industrial Marketing Management

--	--

MBA First Semester

Course Title	Advanced Marketing Research	Course Code	0414 MKT-514
Course Type	Core	Course Status	Theory and Application
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	<p>Advanced Marketing Research is an advanced course for the graduate students of the MBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations. It emphasizes on consumer studies of marketing theory and practice, and practical application of the advanced statistical methods in marketing research. “Business Statistics,” “Business Research Methods” and “Marketing Research” are prerequisite courses to study this course.</p>		
Rationale	<p>Advanced marketing research explores relationships within consumer and industrial data in order to predict and forecast future events and behavior within the market. This course encompasses inferential statistics and advanced statistical tools in data analysis. It pursues insights from data using methods, such as correlation analysis, conjoint analysis, discriminant analysis, factor analysis, structural equation modelling, and cluster analysis. It facilitates the use of advanced data analysis software, including SPSS, SmartPLS, and AMOS. This course seeks to predict and draw conclusions based on the present data.</p>		
Course Objectives	<p>The objective of this course is to provide students with an understanding of advanced statistical tools in marketing research applicable to a wide range of business and marketing practices. The focus is to develop students’ ability to explore multivariate techniques used in modern marketing practices, formulate hypotheses, perform advanced data analysis using prominent software packages, evaluate models and results, and discuss implications for managerial decision making.</p>		

Course Learning Outcomes (CLOs)	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-	
	CLO1	Understand a variety of research problems, methods, and statistical techniques for making advanced marketing decisions.
	CLO2	Demonstrate a sound knowledge of advanced marketing research techniques and statistical tools applicable to a wide range of business and marketing situations.
	CLO3	Develop advanced mathematical and analytical skills for solving marketing decision problems.
	CLO4	Use quantitative techniques, including regression analysis, factor analysis, discriminant analysis, and structural equation modelling by formulating marketing decision problems as mathematical models.
	CLO5	Obtain solutions of those models and interpret the solutions, and produce and present evidence-based marketing decisions.

Course Contents	Course Contents		Hours	CLOs
	1.	Descriptive Statistics and Hypotheses Testing Procedures: Frequency Distribution, Statistics associated with Frequency Distribution, Introduction to Hypothesis Testing, A general procedure for Hypothesis Testing, Cross Tabulation, Statistics Associated with Cross Tabulation, Hypothesis Testing related to Differences, Parametric Tests, and Nonparametric Tests.	3	CLO1, CLO2
	2.	Analysis of Variance (ANOVA): Relationship among Techniques, One-way Analysis of Variance, Statistics Associated with One-way Analysis of Variance, Conducting One-way Analysis of Variance, Illustrative Data, Illustrative Application of One-way Analysis of Variance, Assumption of Analysis of Variance, N-Way Analysis of Variance, Illustrative Application of N-way Analysis of Variance, Analysis of Covariance, Issues in Interpretation, Repeated Measures ANOVA, Non metric Analysis of Variance, Multivariate Analysis of Variance.	3	CLO3, CLO4, CLO5
	3.	Correlations and Regression: Product Moment Correlation, partial Correlation, Non metric Correlation, Regression Analysis, Bivariate Regression, Statistics Associated with Bivariate Regression Analysis, Conducting Bivariate Regression Analysis, Multiple Regression, Statistics Associated with Multiple Regression Analysis, Conducting Multiple Regression Analysis, Stepwise Regression, Multi collinearity, Relative Importance of	6	CLO3, CLO4, CLO5

	Predictors, Cross-Validation, Regression with Dummy Variables, Analysis of Variance and Covariance with Regression.		
4.	Discriminant and Logit Analysis: Basic Concept of Discriminate Analysis, Relationship of Discriminate and Legit Analysis of ANOVA and Regression, Discriminate Analysis Model, Statistics Associated with Discriminate Analysis, Conducting Discriminate Analysis, Multiple Discriminate Analysis, Stepwise Discriminate Analysis, The Logit Model, Conducting Binary Logit Analysis.	6	CLO3, CLO4, CLO5
5.	Factor and Cluster Analysis: Basic Concept, Factor Analysis Model, Statistics Associated with Factor Analysis, Conducting Factor Analysis. Basic Concept, Statistics Associated with Cluster Analysis, Conducting Cluster Analysis, Application of Non-hierarchical Clustering, Application of Two Step Clustering, Clustering Variables.	6	CLO3, CLO4, CLO5
6.	Multidimensional Scaling (MDS) and Conjoint Analysis: Basic Concepts in Multidimensional Scaling (MDS), Statistics and Terms Associated with MDS, Conducting Multidimensional Scaling, Assumption and Limitations of MDS, Scaling Preference Data, Relationship Among MDS, Factor Analysis, and Discriminate Analysis, Preference Map Using Factor Analysis, Correspondence Analysis, Statistics Associated with Correspondence Analysis, Conducting a Correspondence Analysis, Basic Concept of Conjoint Analysis, Statistics And Terms Associated with Conjoint Analysis, Conducting Conjoint Analysis, Assumption and Limitations of Conjoint Analysis, Hybrid Conjoint Analysis.	6	CLO3, CLO4, CLO5
7.	Structural Equation Modelling (SEM): Basic Concept, Statistics Associated with SEM, Foundation of SEM, Conducting SEM, Define the Individual Constructs, Specify the Measurement Model, Assess Measurement Model Reliability and Validity, Specify the Structural Model, Assess Structural Model Validity, Draw Conclusions and Make Recommendations, Higher-Order Confirmatory Factor Analysis, Relationship of SEM to Other Multivariate Technique, Application of SEM: First-Order Factor Model, Application of SEM: Second-Order Factor Model, Path Analysis.	9	CLO3, CLO4, CLO5

	8. Report Preparation and Presentation: Importance of the Report Preparation and Presentation, The Report Preparation and Presentation Process, Report Preparation, Report Format, Report Writing, Guidelines for Tables, Guidelines for Graphs, Report Distribution, Oral Presentation, Reading the Research Report, Research Follow-Up, International Marketing Research, Ethics in Marketing Research.	3	CLO5
--	--	---	------

Mapping of Course Outcome to Program Outcome:

<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	2	2	1	3	-	-	1
	CLO2	1	1	2	3	-	-	2
	CLO3	-	-	-	3	-	-	-
	CLO4	-	-	-	3	-	-	-
	CLO5	-	-	3	2	-	-	2

<i>Learning Materials</i>	<p>Text Book:</p> <p>Malhotra, N. K. (2019). <i>Marketing Research : An Applied Orientation</i> (7th ed.). Prentice Hall, Pearson Education, Inc.</p> <p>Reference Materials:</p> <ol style="list-style-type: none"> 1. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). <i>Multivariate Data Analysis</i> (Seventh). Pearson Education Limited. 2. Research Publications and Notes (@class discussion)
---------------------------	---

--	--

MBA First Semester

Course Title	Global Marketing	Course Code	0414 MKT-515								
Course Type	Core	Course Status	Theory								
Course Hour	3.0 Hr./Week	Credit Value	3.0								
Prerequisite	N/A	Total Marks	100								
Course Description	<p>Global Marketing is an elementary course for the graduate students of the MBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, and comprehensive examinations.</p>										
Rationale	<p>Global marketing is important as the world becomes increasingly globalized. In global context, marketing managers plan and conduct transactions across borders to create exchanges that satisfy the objectives of individuals and organizations. This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on a global perspective.</p>										
Course Objectives	<p>It has become more important than ever for firms to recognize that they compete in a global environment. Consequently, managers must seek to develop the empathy, knowledge, sensitivity, and skills required to successfully operate in a dynamic global market place. Global marketing uses and builds upon the primary concepts studied previously in principles of marketing and will enable you to practice applying those concepts to a global environment. The successful global marketer must broaden his/her knowledge to include the myriad of activities required to select, gain entry and compete outside the “home” country. In addition, the global marketer must also appreciate how crucial culture, environment, government regulation and economic systems are in affecting a firm’s competitive advantage and strategic positioning. This course will offer an overview of each of these vital concepts for global marketers.</p>										
Course Learning Outcomes (CLOs)	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-</p> <table border="1" style="width: 100%;"> <tr> <td>CLO1</td> <td>Apply the key terms, definitions, and concepts used in marketing with a global and international perspective.</td> </tr> <tr> <td>CLO2</td> <td>Evaluate different cultural, political, and legal environments influencing international trade.</td> </tr> <tr> <td>CLO3</td> <td>Explain the impact of global and regional influences on products and services for consumers and businesses.</td> </tr> <tr> <td>CLO4</td> <td>Understand how managers perform the functional tasks that constitute international</td> </tr> </table>			CLO1	Apply the key terms, definitions, and concepts used in marketing with a global and international perspective.	CLO2	Evaluate different cultural, political, and legal environments influencing international trade.	CLO3	Explain the impact of global and regional influences on products and services for consumers and businesses.	CLO4	Understand how managers perform the functional tasks that constitute international
CLO1	Apply the key terms, definitions, and concepts used in marketing with a global and international perspective.										
CLO2	Evaluate different cultural, political, and legal environments influencing international trade.										
CLO3	Explain the impact of global and regional influences on products and services for consumers and businesses.										
CLO4	Understand how managers perform the functional tasks that constitute international										

	marketing such as marketing intelligence and “mix” adaptations and develop creative international market entry strategies.
--	--

--

<i>Course Contents</i>	Course Contents		Hours	CLOs
	1.	The Scope and Challenges of International Marketing: Definition of international marketing and global marketing, The international marketing task, The self-reference criterion and ethnocentrism: major obstacles, Stages of international marketing involvement, Strategic orientation in international markets.	6 Hrs.	CLO1
	2.	The Global Marketing Environment: Cultural dynamics in assessing global markets, Culture, Management style and business system in global marketing, Political and legal considerations in assessing global markets.	12 Hrs.	CLO2
	3.	Assessing Global Market Opportunities: Developing a global vision through marketing research, Emerging markets, Multinational market regions and market groups.	3 Hrs.	CLO1, CLO2
	4.	Global Marketing Management- Planning and Organization: Planning for global markets, Alternative market entry strategies, Organizing for global competition.	3 Hrs.	CLO2;CLO4
	5.	Decisions on Global Product Policy: Products and services for consumers and businesses, Product modification or standardization, Branding, Packaging, Brand name and trademark protection.	3 Hrs.	CLO2;CLO4
	6.	Pricing Decision for Global Markets: Pricing policy, Approaches to global pricing, Price escalation, Approaches to lessening price escalation, Counter trade as a Pricing Tool, Transfer pricing strategy, Price quotations, Administered pricing.	3 Hrs.	CLO3; CLO4
	7.	Logistics and Channel Decisions for Global Markets: The meaning and benefits of logistics, Different types of logistics and their uses in international marketing, Channel of distribution structures, Distribution pattern, Alternative middleman choices, Factors affecting choice of channels.	3 Hrs.	CLO3; CLO4

	8.	Promotion Decision in Global Marketing: Advertising, Personal selling, Sales promotion and public relation in international marketing, Advertising strategy and goals, Advertising message decision, Advertising media planning and Analysis, Designing, recruiting, selecting, training, motivating, evaluating and controlling of sales and marketing personnel.	3 Hrs.	CLO3; CLO4
	9.	Emerging Markets: Marketing and economic development, Marketing in a developing country, Developing countries and emerging markets.	3 Hrs.	CLO4
	10.	Global Marketing Management- Planning and Organization: Global marketing management, Planning for Global Markets, Alternative Market-entry strategies.	3 Hrs.	CLO4

Mapping of Course Outcome to Program Outcome:

<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	2	2	3	-	-	2	3
	CLO2	-	2	-	-	-	3	3
	CLO3	-	3	-	-	-	3	-
	CLO4	3	-	-	-	3	2	-

Recommended Text:

<i>Learning Materials</i>	<ol style="list-style-type: none"> Philip R. Cateora and John L. Graham, International Marketing, Tata McGraw-Hill Publishing Company Limited, 12th edition, 2005. Warren J. Keegan, Global Marketing Management, Latest edition, Prentice Hall, India.
	<p>References:</p> <ol style="list-style-type: none"> Johny Johnson, Global Marketing: Foreign Entry Local Marketing and Global Marketing, Tata McGraw Hill, Latest edition.

	2. Douglas, Global Marketing Strategy, Tata McGraw Hill, Latest edition.

MBA First Semester

Course Title	Tourism and Hospitality Marketing	Course Code	0414 MKT-516
Course Type	Elective	Course Status	Theory and Tour Experience
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100

Course Description	<p>Tourism and Hospitality Marketing is a major course for the graduate students of the MBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, group discussion, class presentations, quiz, assignments, two midterms, and comprehensive examinations. This course will help to the students for successful tourism marketer in future.</p>
---------------------------	--

Rationale	<p>Hospitality and Tourism marketing is distinct in its application in relation to other products and services marketing. The positioning and programming of inter related products and services affects end to end marketing of products and services in this industry. Industry dynamics dictate that marketers be involved in a wider range of activities to adorn themselves of the information required to successfully market products effectively, efficiently and sustainably. To gain an understanding of these activities, various theoretical assumptions are made based on practical examples that amount to significant insights that marketers can apply into successful campaigns.</p> <p>The effect of worldwide political and economic events in particular have impacted immeasurably upon the manner in which tourism and hospitality companies go about marketing their products and services. Planning based on contingent structures has become more valuable to set in place strategically. The outcome for such organizations is to set in place sound foundations from which firms can devise tactics and plans focused towards medium and long term planning. An important aspect involved in developing marketing practices is setting structures against sound theoretical models and to understand how and when the use of such models changes and their empirical effect on outcomes.</p>
------------------	---

--	--

Course Objectives	<p>The major objectives of the course are to provide the student with an understanding and appreciation of the scope and importance of marketing in the tourism and hospitality business, familiarize the student with marketing perspectives, concepts, approaches and tools and to help the student manage hospitality marketing more effectively.</p> <p>This course introduces the principles, concepts and systems utilized in the marketing and sales areas for the tourism and hospitality industry. Topics include the role of marketing as a part of brand management, customer service, and sales, the focus on guest expectations as a marketing driver, and the management of the marketing mix. We will explore the building of customer loyalty through relationship marketing and sales and will hear from industry leaders who practice relationship management every day. Site visits and internet research will be used. Projects that target understanding of industry practices will be assigned. Videos and audios will be used.</p>
--------------------------	---

Course Learning Outcomes (CLOs)	Upon successful completion of the course a student will be able to:		
	CLO1	Understand how to apply a specific tool to analyze the market environment both in case of national and international destinations.	
	CLO2	Assess leadership, supervisory and human relation skills within the tourism and hospitality industry.	
	CLO3	Implement effective sales techniques and procedures including marketing, public relations, and entrepreneurship within the tourism and hospitality industry.	
	CLO4	Analyze and interpret the information search and decision-making process for tourists.	
	CLO5	Understand ethical frameworks and safety issues related with tourism and hospitality industry.	
	CLO6	Understand different avenues of tourism.	

Course Contents	Hours	CLOs	
1.	Introduction: Marketing for Hospitality and Tourism, Definition- Evolution-Tourist Typologies- Different forms of Tourism- Economic and Social Impact of Tourism.	3 Hrs.	CLO1
2.	Service Characteristics of Hospitality and Tourism, Effects of Tourism on Individual, Family, Society, and State- Mass Vs Moral Tourism, Social Responsibility and Ethical Frameworks in Tourism- Reasons for Travel- Cultural	3 Hrs.	CLO1, CLO5

	Consideration in Tourism- Socio- Cultural-Political Barriers in Tourism.			
3.	Tourism Marketing Environment, Tourist Consumer Behavior, International Organizations(WTO), Developmental Organizations, Regional International Organizations, National Organizations (BPC, BTB), Regional Organizations, State and Community Organizations.	6 Hrs.	CLO1	
4.	Tourism Market Segmentation, Targeting, Differentiation and Positioning in Tourism, Information and Communication technology in Tourism marketing, Tourism Marketing: Planning, Implementation, and Control- A Holistic Approach.	6 Hrs.	CLO2, CLO4	
5.	Introduction- Tourism and Hospitality Distribution Channels, Travel Agents- Internet- Consolidators- The Tour wholesaler- Specialty Channelers.	3 Hrs.	CLO4	
6.	Introduction- Lodging and Hotel Industry- Restaurant and Food Service Industry- Resorts Industry- Meetings and Conventions- Promoting Tourism and Hospitality Products- Role of promotion Policy, Advertising, Public Relations and Sales Promotion, Planning for Transportation and Coordination-Human Resources.	6 Hrs.	CLO3	
7.	Nature and Scope of Tourism and Hospitality Marketing- Apply Marketing Concept in Tourism- Tourism Marketing Mix (7P) - Apply STP Strategies in Tourism and Hospitality.	3Hrs.	CLO4	
8.	Marketing of Rural and Urban Tourism- Marketing of different Attractions like Natural, Environmental and Manufactured Attractions.	3 Hrs.	CLO3	
9.	Direct and Online Tourism Marketing: Building Tourists' Relationships, Developing Sustainable Tourism- Current Tourism Industry Practices.	1.5Hrs.	CLO2	
10.	Tourism Life Cycle: Objectives, Introduction, Stages of Tourism Life Cycle, Tourism Area Life Cycle Theory, Different Examples of Tourist Destinations.	1.5 Hrs.	CLO2	
11.	Professional Sales: Nature of Hospitality Sales, Recruiting and Training a Professional Sales Force, Managing Sales Force, Motivating and Evaluation of Sales Force.	1.5 Hrs.	CLO2	
12.	Destination Marketing: Destination Branding, Building	1.5 Hrs.	CLO2	

		Brand Equity			
	13.	Contemporary Avenues in Tourism: Ecotourism, sports and Adventure Tourism, Entertainment Tourism, Medical Tourism, literary Tourism, Rural Tourism, Music Tourism, Different Cases.	3 Hrs.	CLO6	

Alignment of CLOs VS PLOs	Mapping of Course Outcome to Program Outcome:							
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	3	-	2	-	-	-	-
	CLO2	-	3	-	-	3	-	-
	CLO3	-	-	2	-	-	-	-
	CLO4	-	-	-	3	2	-	-
	CLO5	-	-	-	-	-	3	-
	CLO6	-	-	-	-	-	-	-
Level of Correlation: 3-High, 2-Medium, 1- Low								

Learning Materials	Recommended Text:
	Marketing for Tourism and Hospitality: Philip Kotler (Latest Edition)
	Reference Books:
	<ol style="list-style-type: none"> 1. Tourism: A Community Approach, Peter E. Murphy. 2. Tourism Marketing: DevashishDasgupta (Latest Edition) 3. Tourism Marketing: ManjulaChaudhary (Latest Edition)

MBA Second Semester

Course Title	Corporate Governance and Social Responsibility	Course Code	0312 MKT-521
Course Type	GED	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	<p>Corporate Governance and Social Responsibility is a major/compulsory/core course for the graduate students of the MBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, class test, case studies, quiz, assignments, two midterms, and comprehensive examinations. This is an elementary-level course for the theory of Corporate Governance and Social Responsibility. However, it requires successful completion of The Theory and Practice of Corporate Governance, Landmarks in the Emergence of Corporate Governance, Rights and Privileges of Shareholders, Investors' Problems and Protection, Board of Directors, Role, Duties and Responsibilities of Auditors, Banks and Corporate Governance, Business Ethics and Corporate Governance, The Corporation's Social Responsibility, and Technology, Organizations and Society.</p>		
Rationale	<p>Corporate Governance and Social Responsibility is rooted in the recognition of the significant impact that effective governance and responsible business practices have on the success and sustainability of organizations. This course is designed to address the growing importance of corporate governance and social responsibility in the modern business landscape. Corporate Governance and Social Responsibility examine how corporations respond to ethical dilemmas whilst taking stock of the needs of their various stakeholders and the expectations of national governments. This requires an understanding of the social responsibilities of business in a global environment. The roles of government regulation and community collaboration, as they impact on businesses operating across cultures, are also explored and current reforms of corporate governance are analyzed. Governance is an issue that has come to the fore recently as a direct cause of problems associated with the financial and economic crisis. Financial arbitrage, short selling's, toxic assets, management excessive bonus, golden parachutes and corruption populate our discussions as signs of malfunctions of the market and lack of corporate social responsibility. Some scholars tend to justify these as moral hazard, but others argue that the overall significance of it is largely understated by the mere observation of managerial misbehavior, which forms the tip of the iceberg. The submerged part of the iceberg is the institutional response in terms of corporate governance and the consequences of economic liberalization and deregulation of</p>		

	<p>industry and business in an increasing globalized world. At the same time, management and corporations are increasingly facing public demand for new corporate ethos, a stricter compliance with both public and private/civil regulation and the assumption of responsibilities related to emerging social and environmental issues such climate change, labor exploitation, health security, etc.</p>												
<p>Course Objectives</p>	<p>The aim of this course is designed to equip students with the necessary knowledge and skills to understand and analyze the principles, practices, and challenges related to corporate governance and social responsibility in the business context. Students should be better prepared to navigate complex business environments while upholding ethical standards, promoting social responsibility, and contributing positively to sustainable and responsible business practices. The Specific aims of this course are: To understand corporate governance; To analyze corporate governance mechanisms; to explore ethical decision making, to study regulatory frameworks; To examine corporate social responsibility (CSR); To identify stakeholders and their interests, to assess corporate sustainability; To evaluate corporate reporting, to understand risk management; To address board responsibilities; To promote responsible business practices explore best practices; To examine best practices in corporate governance and social responsibility by analyzing case studies and real-world examples from various industries; To foster critical thinking; and To encourage global perspective.</p>												
<p>Course Learning Outcomes (CLOs)</p>	<p>On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to:</p> <table border="1" data-bbox="360 1213 1442 1875"> <tr> <td data-bbox="360 1213 457 1318">CLO1</td> <td data-bbox="457 1213 1442 1318">Gain a thorough understanding of the principles, theories, and practices of corporate governance and its significance in modern business environments.</td> </tr> <tr> <td data-bbox="360 1318 457 1465">CLO2</td> <td data-bbox="457 1318 1442 1465">Examine various corporate governance structures, including board composition, executive compensation, and shareholder rights, and understand how they impact organizational performance and accountability.</td> </tr> <tr> <td data-bbox="360 1465 457 1570">CLO3</td> <td data-bbox="457 1465 1442 1570">Explore the concept of impact investing and how it aligns financial returns with positive social and environmental outcomes.</td> </tr> <tr> <td data-bbox="360 1570 457 1675">CLO4</td> <td data-bbox="457 1570 1442 1675">Learn about the roles, responsibilities, and liabilities of boards of directors in ensuring effective governance and ethical practices.</td> </tr> <tr> <td data-bbox="360 1675 457 1822">CLO5</td> <td data-bbox="457 1675 1442 1822">Develop a mindset for promoting responsible business practices that consider the triple bottom line (profit, people, and planet) and create shared value for all stakeholders.</td> </tr> <tr> <td data-bbox="360 1822 457 1875">CLO6</td> <td data-bbox="457 1822 1442 1875">Analyze corporate reporting practices, including financial and non-financial</td> </tr> </table>	CLO1	Gain a thorough understanding of the principles, theories, and practices of corporate governance and its significance in modern business environments.	CLO2	Examine various corporate governance structures, including board composition, executive compensation, and shareholder rights, and understand how they impact organizational performance and accountability.	CLO3	Explore the concept of impact investing and how it aligns financial returns with positive social and environmental outcomes.	CLO4	Learn about the roles, responsibilities, and liabilities of boards of directors in ensuring effective governance and ethical practices.	CLO5	Develop a mindset for promoting responsible business practices that consider the triple bottom line (profit, people, and planet) and create shared value for all stakeholders.	CLO6	Analyze corporate reporting practices, including financial and non-financial
CLO1	Gain a thorough understanding of the principles, theories, and practices of corporate governance and its significance in modern business environments.												
CLO2	Examine various corporate governance structures, including board composition, executive compensation, and shareholder rights, and understand how they impact organizational performance and accountability.												
CLO3	Explore the concept of impact investing and how it aligns financial returns with positive social and environmental outcomes.												
CLO4	Learn about the roles, responsibilities, and liabilities of boards of directors in ensuring effective governance and ethical practices.												
CLO5	Develop a mindset for promoting responsible business practices that consider the triple bottom line (profit, people, and planet) and create shared value for all stakeholders.												
CLO6	Analyze corporate reporting practices, including financial and non-financial												

		disclosures, and assess their transparency and accountability.		
	CLO7	Study sustainability practices in organizations and understand how they align with CSR objectives and contribute to long-term success.		
Course Contents				
Course Contents	Course Contents		Hours	CLOs
	1.	Introduction: Corporate Governance: Governance Is More Than Just Board Processes and Procedures, A Historical Perspective of Corporate Governance, Issues in Corporate Governance.	3 Hrs.	CLO1
	2.	The Theory and Practice of Corporate Governance: The Concept of Corporation, Theoretical Basis of Corporate Governance, Corporate Governance Mechanisms, Corporate Governance Systems, What is — Good Corporate Governance?, Obligation to Society at Large, Obligation to Investors, Obligation to Employees, Obligation to Customers, Managerial Obligation.	3 Hrs.	CLO1
	3.	Landmarks in the Emergence of Corporate Governance: Corporate Governance Committee , World Bank on Corporate Governance, OECD Principles, McKinsey Survey on Corporate Governance, Sarbanes–Oxley Act, 2002.	3 Hrs.	CLO2
	4.	Rights and Privileges of Shareholders: Rights of Shareholders, Views of Various Committees on the Issue, Poor Track Record of Shareholder Protection, Grievance Redressal Process.	3 Hrs.	CLO2
	5.	Investors’ Problems and Protection: Relationship between Investor Protection and Corporate Governance, Corporate Governance Through Legal Protection of Investors.	3 Hrs.	CLO3
	6.	Board of Directors: A Powerful Instrument in Corporate Governance: Role of the Board in Ensuring Corporate Governance, Governance Issues Relating to the Board, The Role of Directors, Directors Remuneration, Family-owned Businesses and Corporate Governance.	3 Hrs.	CLO4
	7.	Role, Duties and Responsibilities of Auditors	1.5 Hrs.	CLO4
	8.	Banks and Corporate Governance	1.5 Hrs.	CLO4

	9.	Business Ethics and Corporate Governance: Importance and Need for Business Ethics, Roots of Unethical Behavior, Some Unethical Issues, Corporate Governance Ethics, How Ethics Can Make Corporate Governance More Meaningful? Ethical Dilemmas in Business.	3 Hrs.	CLO4
	10.	The Role of the Government in Ensuring Corporate Governance: Public Governance and Corporate Governance, Political Governance Requires Restraints of Power, Public Versus Corporate Governance-A Study of Comparison; Business-Government Relations: Governments public policy Role, Government Regulation of Business.	3 Hrs.	CLO5
	11.	Corporate Governance in Developing and Transition Economies: Problems Faced by Developing and Transitional Economies, Defining Corporate Governance, Corporate Governance Models, The Institutional Framework for Effective Corporate Governance, Corporate Governance Challenges in Developing, Emerging and Transition Economies, Current Corporate Governance Settings in Transition Economies, Corporate Governance The Bangladesh Scenario.	3 Hrs.	CLO5
	12.	The Corporation's Social Responsibility: Corporate power and responsibility, The meaning of Corporate Social Responsibility, The origins of Corporate Social Responsibility, Balancing social, economic and legal responsibilities, The corporate social responsibility debate, Arguments for / Arguments against corporate social responsibility, Social entrepreneurship.	3 Hrs.	CLO6
	13.	Challenges of Globalization: Global Corporate Citizenship: Stages of Corporate Citizenship, Assessing global corporate citizenship, Sustainable Development and Global Business.	3 Hrs.	CLO7
	14	Managing Environmental Issues: Industrial Pollution, Evidence of Pollutants, Natural Environment and Business, Pollution Prevention, Improving Corporate Environmental Performance, The Need for a New Approach, and Environmental Management in Bangladesh.	3 Hrs.	CLO7

	15	Technology, Organizations and Society: Managing Technology and Innovation, Consumer Protection, Employees and the Corporation, The Community and the Corporation.						3 Hrs.	CLO7
Alignment of CLOs VS PLOs									
Alignment of CLOs VS PLOs	CLOs/ PLOs	PLO1	PL02	PLO3	PLO4	PLO5	PLO6	PLO7	
	CLO1	2	-	2	2	2	3	-	
	CLO2	1	-	1	1	2	3	2	
	CLO3	-	1	2	2	2	3		
	CLO4	2	-	-	2	1	3	2	
	CLO5	2	2	2			3	2	
	CLO6	-	1	-	1	2	3	1	
	CLO7	2	-	2	-	1	3	2	
Learning Materials									
Recommended Text:									
1. Fernando A. C., Satheesh E. K. and Muraleedharan K. P. — Corporate Governance: Principles, Policies and Practices”, Pearson, India. (3rd Edition).									
Reference Books:									
1. Chowdhury, D. — Incentives, Control and Development – Governance in Private and Public Sector with Special Reference to Bangladeshl, Dhaka University Prakashana Sangstha, Dhaka. (3rd Edition).									
2. Lawrence, A.T., and Weber, J.— Business and Society – Stakeholder, Ethics, Public Policy”, McGraw Hill, NY. (14th Edition.									

MBA Second Semester

Course Title	Marketing Analytics	Course Code	0414 MKT-522
Course Type	Elective	Course Status	Theory and Practical
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course			
The Marketing Analytics course offers a comprehensive exploration of the intersection between data			

Description	analysis and marketing strategy. Through a combination of theoretical concepts and practical applications, students will develop a deep understanding of leveraging big data, artificial intelligence (AI), machine learning, and business intelligence to make informed marketing decisions. By delving into various aspects of marketing analytics, students will learn to optimize advertising, predict consumer behavior, enhance market segmentation, refine pricing strategies, and utilize social media effectively.			
Rationale	In today's data-driven world, successful marketing hinges on the ability to extract meaningful insights from vast amounts of information. This course bridges the gap between marketing theory and data analytics, empowering students to navigate the dynamic marketing landscape by applying advanced analytical techniques to real-world scenarios.			
Course Objectives	The primary objective of this course is to equip students with the knowledge and skills necessary to analyze complex marketing data and translate insights into actionable strategies. By the end of the course, students should be able to leverage marketing analytics to enhance decision-making, drive innovation, and create competitive advantages for businesses.			
Course Learning Outcomes (CLOs)	At the end of this course, the students will be able to –			
	CLO1	Understand the fundamental concepts of marketing analytics, big data, and their relevance in modern marketing strategies.		
	CLO2	Apply AI and machine learning techniques to solve marketing challenges and predict consumer behavior.		
	CLO3	Analyze the effectiveness of advertising campaigns and optimize media selection through data-driven insights.		
	CLO4	Utilize various analytical methods to segment markets, predict consumer preferences, and quantify customer value.		
	CLO5	Employ forecasting techniques to predict sales trends, optimize pricing strategies, and allocate marketing resources effectively.		
Course Contents	1.	Introduction to Marketing Analytics and Big Data Role of marketing analytics in decision-making. Understanding big data and its impact on marketing.	6	CLO1
	2.	AI and Machine Learning for Business Applications of AI and machine learning in marketing. Predictive modeling and consumer behavior prediction. Business Intelligence Introduction to business intelligence and data visualization Extracting insights from marketing data	9	CLO1, CLO2
	3.	Analytics in Advertising Measuring advertising effectiveness. Media selection models and PPC online advertising.	9	CLO3 CLO4

		Analytics in Consumer Behavior Analyzing and quantifying consumer behavior. Predicting consumer behavior using machine learning algorithms. Conjoint Analysis and Customer Preferences Understanding customer preferences through conjoint analysis. Logistic regression and discrete choice analysis.		
	4.	Customer Value and Marketing Decision Making Calculating customer lifetime value and its strategic implications. Allocating marketing resources between acquisition and retention	3	CLO5
	5.	Analytics in Market Segmentation Market segmentation using cluster analysis and collaborative filtering. Using classification trees for segmentation. Analytics in Pricing Strategies Estimating demand curves and optimizing pricing. Price bundling, nonlinear pricing and revenue management.	6	CLO4, CLO5
	6.	Forecasting Techniques Simple linear regression and multiple regression for sales forecasting. Forecasting in the presence of special events and trend modeling Analytics in Retailing and Social Media Marketing Market basket analysis, RFM analysis, and optimizing direct mail campaigns. Monitoring social networks, viral marketing, and text mining.	9	CLO5

--	--	--	--	--

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Outcome to Program Outcome:							
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	3	3	-	3	2	-	3
	CLO2	2	3	2	3	3	1	2
	CLO3	3	2	1	2	3	-	2
	CLO4	2	1	2	3	2	1	1
	CLO5	3	2	1	2	2	-	3

<i>Learning Materials</i>	Recommended Text:							
	1. "Principles of Marketing Engineering and Analytics" by Gary L. Lilien, ArvindRangaswamy, and Arnaud De Bruyn, DecisionPro. Inc. 2. "Marketing Analytics" by Wayne L. Winston, Wiley.							

	<p>Reference Books:</p> <ol style="list-style-type: none"> 3. "Marketing Metrics: The Definitive Guide to Measuring Marketing Performance" by Paul W. Farris, Neil T. Bendle, et al. 4. "Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die" by Eric Siegel. <p>Tools to be used:</p> <ol style="list-style-type: none"> (1) SPSS/Minitab/R: for statistical analysis (2) Microsoft Power BI: for data visualization & business intelligence (3) Azure ML Studio: for predictive analytics & decision making through machine learning algorithms.
--	---

MBA Second Semester

Course Title	Strategic Marketing	Course Code	0414 MKT-523
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	Strategic Marketing is a major course for the graduate students of the MBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, class presentations, quiz, assignments, two midterms, sudden test, question asking and answering session and comprehensive examinations.		
Rationale	Strategic Marketing is needed for formal, focused attention within the business discipline on how to formulate appropriate strategies execute the marketing plan in the business arena. This course is designed based on academic requirements to help the students for well understanding about marketing strategies and strategies planning to meet up competitive situations successfully		
Course Objectives	The principal objective of this course is to convey the fundamental knowledge about strategic planning and thinking critically about the business plan for different SBU. The specific objectives of this course are to: <ol style="list-style-type: none"> 1) know about the philosophies of planning; 		

	<ul style="list-style-type: none"> 2) understand about conditions of SBU; 3) understand about different theories of competition; 4) know about marketing mix strategies; 5) understand the market strategies. 																				
	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-																				
<i>Course Learning Outcomes (CLOs)</i>	<table border="1"> <tr> <td>CLO1</td> <td>understand the concept of strategic planning, marketing plan, SBU, competitive situations and strategies, competitive advantages</td> </tr> <tr> <td>CLO2</td> <td>Know industry environment, value chain activities, planning tools, financial analysis, market analysis</td> </tr> <tr> <td>CLO3</td> <td>Know about dimensions of product, pricing, promotion and channel strategies, market plan, implementing strategies</td> </tr> </table>	CLO1	understand the concept of strategic planning, marketing plan, SBU, competitive situations and strategies, competitive advantages	CLO2	Know industry environment, value chain activities, planning tools, financial analysis, market analysis	CLO3	Know about dimensions of product, pricing, promotion and channel strategies, market plan, implementing strategies														
	CLO1	understand the concept of strategic planning, marketing plan, SBU, competitive situations and strategies, competitive advantages																			
	CLO2	Know industry environment, value chain activities, planning tools, financial analysis, market analysis																			
CLO3	Know about dimensions of product, pricing, promotion and channel strategies, market plan, implementing strategies																				
<i>Course Contents</i>	<table border="1"> <thead> <tr> <th colspan="2">Course Contents</th> <th>Hours</th> <th>CLOs</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Basic concepts: Definition of strategic planning, concept of planning, philosophies, requisites for successful planning, concept of strategy, emerging perspective</td> <td>3 Hrs.</td> <td>CLO1</td> </tr> <tr> <td>2.</td> <td>SBU&CompetitiveAdvantage:Meaning, conditions, nature of functions, marketing role, characteristics of strategic marketing, competition, types of competition, requirements, theory of competition, seeking competitive advantages</td> <td>6 Hrs.</td> <td>CLO1</td> </tr> <tr> <td>3.</td> <td>Value chain & Marketing Strategies: value chain, primary and supportive activities of value chain, achieving superior efficiency, achieving superior quality, achieving superior innovation, define market, identifying markets, market emergence, market boundary, customer segmentation, consumer market, industrial market, micromarketing, nature of market strategies</td> <td>9 Hrs.</td> <td>CLO2</td> </tr> <tr> <td>4.</td> <td>Product and Pricing strategies: Dimensions of product strategies, product positioning strategies, product re-positioning strategies, product overlap strategies, product scope strategies, product design</td> <td>9 Hrs.</td> <td>CLO3</td> </tr> </tbody> </table>	Course Contents		Hours	CLOs	1.	Basic concepts: Definition of strategic planning, concept of planning, philosophies, requisites for successful planning, concept of strategy, emerging perspective	3 Hrs.	CLO1	2.	SBU&CompetitiveAdvantage: Meaning, conditions, nature of functions, marketing role, characteristics of strategic marketing, competition, types of competition, requirements, theory of competition, seeking competitive advantages	6 Hrs.	CLO1	3.	Value chain & Marketing Strategies: value chain, primary and supportive activities of value chain, achieving superior efficiency, achieving superior quality, achieving superior innovation, define market, identifying markets, market emergence, market boundary, customer segmentation, consumer market, industrial market, micromarketing, nature of market strategies	9 Hrs.	CLO2	4.	Product and Pricing strategies: Dimensions of product strategies, product positioning strategies, product re-positioning strategies, product overlap strategies, product scope strategies, product design	9 Hrs.	CLO3
	Course Contents		Hours	CLOs																	
	1.	Basic concepts: Definition of strategic planning, concept of planning, philosophies, requisites for successful planning, concept of strategy, emerging perspective	3 Hrs.	CLO1																	
	2.	SBU&CompetitiveAdvantage: Meaning, conditions, nature of functions, marketing role, characteristics of strategic marketing, competition, types of competition, requirements, theory of competition, seeking competitive advantages	6 Hrs.	CLO1																	
	3.	Value chain & Marketing Strategies: value chain, primary and supportive activities of value chain, achieving superior efficiency, achieving superior quality, achieving superior innovation, define market, identifying markets, market emergence, market boundary, customer segmentation, consumer market, industrial market, micromarketing, nature of market strategies	9 Hrs.	CLO2																	
4.	Product and Pricing strategies: Dimensions of product strategies, product positioning strategies, product re-positioning strategies, product overlap strategies, product scope strategies, product design	9 Hrs.	CLO3																		

	strategies, pricing strategies for new product, pricing strategies for established products, price flexibility strategies		
5.	Promotion strategies: promotion mix, promotion mix strategies, influential factors, advertising strategies, personal selling strategies, sales promotion strategies,	3Hrs.	CLO3
6.	Marketing channel strategies: Distribution -scope strategy, multiple- channel strategy, channel modification strategy, channel evaluation criteria, channel conflict, channel conflict recovery strategy	6 Hrs.	CLO3
7.	Market plan implementation strategy: Definition of market plan, nature, prerequisites, contents, implementation model, building blocks of organization strategy, strategic control system, importance, types and steps, organizational culture, developing culture at the functional level	6 Hrs.	CLO3

--	--	--	--

<i>Alignment of CLOs VS PLOs</i>	Mapping of Course Outcome to Program Outcome:							
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	3	2	-	-	2	-	-
	CLO2	3	3	-	-	-	-	-
	CLO3	2	2	3	-	-	-	-

--	--	--	--

<i>Learning Materials</i>	Text Book:
	Hill Charles W. L. and Jones: Theory of Strategic Management Gareth R. with cases
	Reference Books:
	Porter Michael E: Competitive Advantage
	Jain Subhash C.: Marketing Planning and strategy

--	--	--	--

MBA Second Semester

Course Title	Relationship Marketing	Course Code	0414MKT-524
Course Type	Core	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description			
<i>Course Description</i>	The course is designed to deepen students' understanding of relationship marketing, as a significant feature of contemporary marketing practice. The course will increase students' intellectual appreciation and critical engagement with the subject matter, through focusing on key issues such as client-agency relationships, collaboration and decision-making.		
Rationale			
<i>Rationale</i>	Relationship Marketing provides the knowledge about the evolution and importance of relationships in marketing; give a critical account of the differing conceptual approaches to understanding Relationships and Networks in Marketing. It will enable students to understand about consumer psychology, sociology and economics are difficult and complex for the marketers.		
Course Objectives			
<i>Course Objectives</i>	<p>The principal objective of this course is to convey the fundamental knowledge of business to students. The specific objectives of this course are to:</p> <ol style="list-style-type: none"> 1) Understand the managerial and broader relevance of key concepts related to Customer Relationship Marketing 2) Understand the managerial and broader relevance of key concepts related to Customer Experience (CX) 3) Apply marketing relationship concepts and frameworks in decision-making 4) Apply CX concepts and frameworks in decision-making 5) Appreciate key challenges faced by marketers in developing and implementing relationship strategies, mindful of the triple bottom line 6) Appreciate key challenges faced by marketers in developing and implementing CX strategies, mindful of the triple bottom line. 		
Course Learning Outcomes			
<i>Course Learning Outcomes</i>	On satisfying the requirements and successful completion of this course, students will have the knowledge and skills to-		
	CLO1	To explain the evolution and importance of relationships in marketing.	

Alignment of CLOs VS PLOs	Mapping of Course Outcome to Program Outcome:							
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	2	3	-	-	-	-	-
	CLO2	3	3	-	-	-	-	-
	CLO3	-	1	3	-	-	-	-
CLO4	2	-	2	-	-	-	2	
Learning Materials	Recommended Text: Evert Gummesson, “Total Relationship Marketing”, Butterworth Heinemann, UK.							
	Reference Book: Martin Christopher, Adrian Payne and David Ballantyne, “Relationship Marketing-Creating Stockholder Value”, Butterworth Heinemann, UK.							

MBA Second Semester

Course Title	Non-Profit and Social Marketing	Course Code	0414 MKT-525
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100
Course Description	<p>Non-Profit and Social Marketing is a major course for the undergraduate students of the MBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, group discussion, class presentations, quiz, assignments, two midterms, and comprehensive examinations. This course will equip the students with practical experience in developing social organization and apply social marketing concept to boost up nonprofit organization.</p>		
Rationale	<p>This course examines the marketing principles of mission-driven organizations, specifically nonprofits and government agencies. Marketing is one tool available to managers to improve organizational performance and encourage effective communication to stakeholders. However, public and nonprofit marketers face unique marketing challenges—from deficient resources for</p>		

adequately addressing marketing needs to a general lack of understanding of the power of marketing. The course will address these and other challenges of nonprofit and public sector marketers, providing students with an introduction to marketing theory. It will also equip students with practical experience in developing a strategic marketing plan, influencing the attitudes and behaviors of diverse stakeholders, leveraging social media and other emerging technologies, and other skills relevant to nonprofit.

- Course Objectives**
- Identify the goals and objectives of marketing for mission-driven organizations from a theoretical and practical perspective;
 - Demonstrate the strategies and tactics of nonprofit and public sector marketing through discussion, case study, small group analysis, interaction with guest speakers, and assignments.
 - Apply their knowledge of marketing by utilizing planning and implementation tools to improve organizational performance.
 - Demonstrate the ability to read carefully and express ideas effectively regarding issues of public concern through critical analysis, discussion, and writing;
 - Apply written, oral, and visual communication skills and conventions of academic discourse to the challenges in the public policy process; and
 - Access and use information critically and analytically.

Course Learning Outcomes (CLOs)

Upon successful completion of the course a student will be able to:

CLO1	Describe the key characteristics of not-for-profit organizations.
CLO2	Explain why not-for-profit organizations do not always value their customers.
CLO3	Describe and assess cause-related marketing campaigns.
CLO4	Understand how marketing can be, and is being, used to achieve social and political change in society.
CLO5	Explain how marketing mix strategy is used to raise funds for charitable organizations.

		Course Contents	Hours	CLOs
Course Contents	1.	The Growth and Development of Nonprofit Marketing: The Nonprofit World, Why Study Nonprofit Marketing, Evolution of Nonprofit Marketing, The Uniqueness of Nonprofit Marketing, Variations within the sector, Ethical Challenges in the Nonprofit Marketing Sector.	3 Hrs.	CLO1
	2.	Developing a Target Audience: Centered Mindset: The Boundaries of Marketing, The Evolution of the Marketing Mindset, Target-Audience Centered Orientations, Characteristics of Target-	1.5 Hrs.	CLO1

	AudienceCenteredMarketing,HowFartoGoInAdoptingaTar get-AudienceOrientation.			
3.	StrategicMarketingPlan: DoingMarketing,Analyzing OrganizationalMission,ObjectivesandGoals,AnalyzingOrg anizationalCulture,SWOTAnalysis,PortfolioPlanning,Core MarketingStrategy, Campaign MarketingPlanning.	1.5 Hrs.	CLO1	
4.	Understanding Target Audience: Behavioral Drivers- The BCOS Drivers, The Central Role ofExchangeandValuePropositions,IndividualBehaviors, HighlyComplexDecisions.	1.5 Hrs.	CLO1	
5.	Acquiring and Using Marketing Information: Marketing Research in Nonprofit Organization,OrganizationalKnowledgeManagement,Cond uctingMarketingResearchStudies.	1.5 Hrs.	CLO1	
6.	Segmentation, Targeting and Positioning: Dividing up Markets, Alternative SegmentationBases,ObjectiveGeneralMeasures,Psychologi calMeasures,ChoosingamongMarketSegmentationStrategie s,Measuringthe PresentPosition, PositioningAlternatives.	1.5 Hrs.	CLO1	
7.	Branding: Is Branding a Good Thing, Brands and Nonprofits, Branding Details, CampaignBranding	1.5Hrs.	CLO5	
8.	Value Propositions: Unique Challenges, The Value Propositions, Product Marketing, ServicesMarketing,PureBehaviors.	1.5 Hrs.	CLO5	
9.	Developing and Launching New Offerings: Offer Development, A Process for DevelopingNewOfferings, OfferLifeCycle,InnovationandAdoption.	1.5Hrs.	CLO2	
10.	ManagingPerceivedCost: TheNatureandRoleofCosts,The DualityofCosts,CostManagement,SettingMoneyPrices, ChoosingPricingStrategies, PromotionalPricing.	3 Hrs.	CLO2	
11.	Facilitating Marketing Behaviors: The Nature and Role of Facilitation Plan, Components of aChannelStrategy, Occasion Strategies, AchievingCoordinationandControl.	1.5 Hrs.	CLO2	
12	FormulatingCommunicationStrategies: TheCommunicat ionProcess,MajorStepsinDevelopingEffectiveCommunicat ion, Communication inPreparation Stage.	1.5 Hrs.	CLO2	
13	Generating Funds: Balancing Mission and Resources, Financial Recourses, Fundraising in the2stBatch, Types ofIndividual Fundraising.	1.5 Hrs.	CLO5	
14	Developing Pricing Strategies and Programs: Understanding Pricing, Setting the Price, Adapting the Price, Initiating and Responding to Price Changes.	1.5 Hrs.	CLO5	

	15	Organizing for Controlling Marketing Strategies: introduction to marketing - pushing or pulling, Marketing, managing multiple non-profits, Organizational Design.	3 Hrs.	CLO5
	16	Understanding social marketing and its planning process: Defining and distinguishing social marketing, Brief history of social marketing, 10 steps in strategic marketing planning process.	1.5 Hrs.	CLO3
	17	Segmenting, evaluating and selecting target audiences: Steps of selecting target audiences, Variables used to segment markets, Criteria for evaluating segments, Approaches of selection, Ethical consideration.	1.5 Hrs.	CLO4
	18	Setting behavior objectives and target goals: Behavior objectives, Knowledge and belief objectives, Campaign evaluation, Ethical consideration in setting behavior objectives, Identifying barriers, benefits, motivators, the competition and influential others.	1.5 Hrs.	CLO4
	19	Creating desired positioning: Positioning defined, Positioning statement, Behavior, barriers, competition and benefits focused positioning, Repositioning, How positioning related to branding.	3 Hrs.	CLO4
	20	Creating a product platform: Develop the social marketing product platform, Design thinking, Branding.	1.5 Hrs.	CLO3
	21	Price: Determining monetary and non-monetary incentives, Commitments and pledges, Setting prices for tangible goods and services.	1.5 Hrs.	CLO5
	22	Place: Develop the place strategy, Social franchising, Managing distribution channel.	1.5 Hrs.	CLO5
	23	Promotion: Develop promotion strategy, Creative brief, Message strategy, Messenger strategy, Creative strategy, Pretesting, Selecting communication channel, Nontraditional and new communication channels, Product integration, Factors affecting channel decisions.	1.5 Hrs.	CLO5
	24	Managing social Marketing programs: Develop plan for monitoring and evaluation, 5_W' questions for measurement, establish budget and finding funding sources, Implementation planning.	1.5 Hrs.	CLO4

Alignment of CLOs VS PLOs	Mapping of Course Outcome to Program Outcome:							
		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	-	-	2	-	-	-	-
	CLO2	-	-	2	-	-	-	-
	CLO3	-	-	3	-	-	-	-
	CLO4	-	-	-	1	-	2	-
	CLO5	2	-	-	-	-	-	-
Level of Correlation: 3-High, 2-Medium, 1- Low								
Learning Materials	Recommended Books:							
	<p>(1) Andreason,AR.andKotler,P.,<i>StrategicMarketingforNonprofitsOrganizations</i>,Pearson Education.(7thEdition).</p> <p>(2) Nancy,R.LeeandPhilip,Kotler(2019).<i>SocialMarketing:BehaviorChangeforSocialGood</i>,SAGE Publications,Inc. (6thEdition)</p> <p>CaseBooks:</p> <p>(1) M.MercedesGalan-LaderoandHelena,M.Alves(2019).<i>CasestudiesinSocialMarketing:Aglobal Perspective</i>. Springer.</p> <p>(2) Debra,Z.Basil;Gonzalo, Diaz-Menesesand Michael, D.Basil(2019).<i>Social MarketinginAction:Cases from Around theWorld</i>. Springer.</p>							

MBA Third Semester

Course Title	Contemporary Issues in Marketing	Course Code	0414 MKT-526
Course Type	Elective	Course Status	Theory
Course Hour	3.0 Hr./Week	Credit Value	3.0
Prerequisite	N/A	Total Marks	100

Course Description	<p>Contemporary Issues in Marketing is a compulsory course for them students of the MBA program, which carries 3 credits and 42 hours of effective teaching in 14 weeks. The course grades will be assessed through participation, group discussion, class presentations, quiz, assignments, two midterms, and comprehensive examinations. This course gives idea about recent development of theoretical and empirical works in the field of marketing. Market environment is changing very fast responding to the restructuring of environmental forces. Selected readings in periodicals and publications are chosen to deal with contemporary problems and issues in marketing. Independent research reports and discussion are utilized.</p>						
Rationale	<p>This course is designed to provide students with an in-depth understanding of some of the main theoretical and research perspectives that have contributed to the academic knowledge in marketing. Consideration will be given to some of the important debates to which theorizing about these different perspectives has given rise with the implications of these for both research and practice explored. Furthermore, the course intends to familiarize students with reading academic publications in marketing, developing their ability to critically analyze and evaluate such publications. Throughout the course, students are exposed to a wide range or methodologies used in business research as well as develop the ability to assess the validity of findings described in the scholarly literature.</p>						
Course Objectives	<ul style="list-style-type: none"> ➤ Understand more complex contemporary issues within the marketing field. ➤ Diagnose competing and contradictory approaches to marketing communications and evaluating their usefulness and legitimacy. ➤ Present coherent argument in support of an intellectual position. ➤ Apply techniques and skills from the course across their degree program and in their professional life. ➤ Recognize the impact of economic, social, political and technological factors on the development of marketing. ➤ Apply clear and creative reasoning to problem solving. ➤ Evaluate critically existing theory and generate need, contingent theory for practical application. 						
Course Learning Outcomes (CLOs)	<p>Upon successful completion of the course a student will be able to:</p> <table border="1" data-bbox="370 1604 1459 1887"> <tr> <td data-bbox="370 1604 488 1671">CLO1</td> <td data-bbox="488 1604 1459 1671">Critically analyze and evaluate marketing publications.</td> </tr> <tr> <td data-bbox="370 1671 488 1854">CLO2</td> <td data-bbox="488 1671 1459 1854">Develop an in-depth understanding of range of contemporary issues facing marketing academics, practitioners and consumers within the realm of marketing strategy, branding, customer relationship management, and social responsibility and/or sustainability.</td> </tr> <tr> <td data-bbox="370 1854 488 1887">CLO3</td> <td data-bbox="488 1854 1459 1887">Demonstrate knowledge and understanding of the changing role of marketing in</td> </tr> </table>	CLO1	Critically analyze and evaluate marketing publications.	CLO2	Develop an in-depth understanding of range of contemporary issues facing marketing academics, practitioners and consumers within the realm of marketing strategy, branding, customer relationship management, and social responsibility and/or sustainability.	CLO3	Demonstrate knowledge and understanding of the changing role of marketing in
CLO1	Critically analyze and evaluate marketing publications.						
CLO2	Develop an in-depth understanding of range of contemporary issues facing marketing academics, practitioners and consumers within the realm of marketing strategy, branding, customer relationship management, and social responsibility and/or sustainability.						
CLO3	Demonstrate knowledge and understanding of the changing role of marketing in						

		the contemporary business world.	
CLO4		Demonstrate knowledge and understanding of relevant ethical and corporate social responsibility considerations, and its potential effects that marketing decisions: Students will be able to use a wide variety of theoretical and real-world approaches to understanding and resolving ethical issues.	
CLO5		Critically evaluate and discuss industry and firm response to market changes and delivering cost effective, innovative marketing solutions, in a range of organizational types and, industry contexts.	

		Course Contents	Hours	CLOs
<i>Course Contents</i>	1.	Schools of Marketing Thought History of marketing thought. Stages of marketing thought. Different schools of marketing thought. Evolution of thought and emergence of new thoughts-Marketing 1.0; Marketing 2.0; Marketing 3.0.	3 Hrs.	CLO ₁
	2.	Modernity, Post-modernity and Marketing Consumer behavior in post-modernity. Comparison of pre-modernity, modernity and post-modernity-era, society, organization and consumer. Psychology of post-modern consumer. Evolution of marketing applications-marketing and modernity; marketing and post-modernity. Consequences of modernity and limitations of post-modernity. Characteristics of post-modernity. Philosophical background of post-modernity. Applications: Tourism, modernity and post-modernity.	9 Hrs.	CLO ₁
	3.	Experiential Marketing What is experiential marketing? Experiential marketing: a differentiator. Benefits and criticisms. Experiential objectives. Target audience. Message-key communication. Experiential strategy. Action and evaluation. Examples of experiential marketing.	3 Hrs.	CLO ₂
	4.	Consumer Culture Origin of consumer culture. Define consumer culture. Aspects of consumer culture. Consumer culture theories. Global consumer culture -commonalities and differences. Consumer culture and postmodernism. Role of consumerism in contemporary society. Global problem of consumer culture.	3 Hrs.	CLO ₂
	5.	Social Marketing Concept of social business. Basic features of social business. What is social marketing? An Integrative model for social marketing. The Problem with social marketing.	3 Hrs.	CLO ₂
	6.	Hedonism and Consumer Behavior Concept of hedonism. Hedonic consumption. Characteristics of hedonist consumer. Pleasures principles. Sources and determinants of pleasure. Hedonism and consumer innovativeness. Hedonism and product symbolism. Hedonism and cultural influence. Hedonism and economic development. Comparison of traditional and hedonic approaches. Criticisms of hedonism.	3 Hrs.	CLO ₂
	7.	Ethical Debates in Marketing Ethics in marketing. The moral problems in the marketing field. Ethical issues in marketing. Methods of dealing with ethical issues. Factors	3 Hrs.	CLO ₄

		contributing unethical behavior in business. Ethical decision making process. Ethical debate.			
	8.	Permission Marketing What is permission marketing? Usages of permission marketing by industry sector. Key motivations and rewards of using permission marketing. Procedures of getting permission. Factors affect getting permission. Drafting the permission messages. Email marketing and mobile marketing.	3 Hrs.	CLO ₃	
	9.	Retail Management What is retailing? Effective retail management. Characteristics of retail management. Function of a retailer. Types of retail stores. Building and sustaining relationship in retailing. Strategic planning in retailing. Short cases.	3 Hrs.	CLO ₃	
	10.	Neuromarketing Neuromarketing all about; Inside the mind of the consumer; The contribution of neuromarketing to the study of consumer behavior; Attention and consciousness; Sensory neuromarketing; Emotions and feelings, wanting and liking; Learning and memory; Neuro-ethics and consumer aberrations. Short cases.	3 Hrs.	CLO ₂	
	11.	Corporate Farming What is corporate farming? Advantages and disadvantages of corporate farming; Why is corporate farming rising in today's world? Why is corporate farming good? How to start a corporate farming; Corporate farming vs family farming; Corporate farming in Bangladesh; The policy to facilitate corporate agriculture farming; The relationship between corporate agriculture and food security.	6 Hrs.	CLO ₅	

Mapping of Course Outcome to Program Outcome:								
<i>Alignment of CLOs VS PLOs</i>		PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7
	CLO1	2	-	-	-	-	-	-
	CLO2	-	-	-	-	-	2	-
	CLO3	-	-	-	-	-	-	3
	CLO4	-	-	-	-	-	3	-
	CLO5	-	-	-	-	-	-	2
Level of Correlation: 3-High, 2-Medium, 1- Low								

Recommended Readings

Books :

- ◆ Contemporary Issues in Marketing and consumer Behavior
----Mark Tadajewski&PavlineMaclaran
- ◆ Crefical Marketing Issues in Contemporary Marketing
----- Mark Tadajewshi&DoughasBrownile
- ◆ Experiential Marketing: A practical guide to interactive brand experiences.
----- ShazSmilansky
- ◆ Contemporary Issues in Marketing.
----- Martin Evasn * LuizMoutinho
- * Permission Marking
----- Roy Everett.
- ◆ www.coursra.org/learn/neuromarketing

Journal

- ◆ Journal of Marketing Research
- ◆ Journal of Consumer Behavior
“Cases”
- ◆ How experiential marketing can be used to build brands—a case study of two specialty stores.
----Rajest Kumar Srivashava
- ◆ Marketing in a Postmodern world
----- FualFirat
- ◆ Meaningless or meaningful? Interpretation and intentionality in post-modern communication.
- ◆ A Post-modern view of advertising and consumer responses.
----- Barbara B. Stern
- ◆ Consumer empowerment in financial services: Rhetoric on reality?
----Tina Harrison
- ◆ Persuasion Marketing: Tuning Stronger into Friends, and friends into consumers.
----Sandeep Krishnamurthy
- ◆ Digital and Social Media In the purchase Decision Process.
- ◆ Social-Media Early adopters don't count: How to seed participation in interactive campaigns by psychological profiling of Digital consumers.
- ◆ Measuring Face book's Impact on Marketing: The Proverbial Hits the Fan
- ◆ Trust and Direct Marketing Environments: a consumer.
- ◆ Ethical consumer relationship: A comparative analysis of us and French organizations using permission-based e-mail marketing.
- ◆ Thrift shopping: Combining Utilitarian thrift and hedonic treat benefits.
- ◆ An exploration of valves in ethical consumer decision making.
- ◆ Discretionary unplanned buying in consumer society.
- ◆ Nostalgic bonding: Exploring the role of nostalgic in the consumption experience.
- ◆ Compulsive buying: A Phenomenological Explanation.

	<ul style="list-style-type: none">◆ Habit formation and the theory of addiction.◆ “Luxury Brand Consumption in India”