

Course overview

This subject scrutinizes the business function of Marketing. Textile students need to learn identifying the proper target market and decide upon appropriate products, services, and programs to serve these markets. Moreover, students need to know how marketers deliver value in satisfying customer needs and wants. This subject will cover areas include fundamentals of marketing, branding, consumer behavior, marketing mixes, promotion, marketing channel, international marketing, online marketing and implementation of ethics will benefit the students to gain an elementary scenario of marketing knowledge.

Learning outcome of this specific course (Knowledge and Skill) -

1. Describe marketing and marketing function.
2. Distinguish between sales and marketing
3. Interpret significance of marketing in own filed.
4. Explore opportunities of international marketing
5. Analyze marketing theories and marketing mix elements for product promotion.
6. Solve the complexity arises from market environment.
7. State classification of products marketing
8. State distribution channels
9. Explain implementation procedure of market segmentation, targeting and positioning strategies in product marketing.
10. Interpret pricing tactics to get competitive advantages.
11. Analyze branding and branding elements
12. Explain ethical marketing and its significance