

COURSE DESCRIPTIONS OF DEPARTMENTAL SPECIALIZATION COURSES (BBA)

MARKETING (MKT)

MKT 4001: Consumer Behavior

Pre-requisite: BBA 3127

To be successful in marketing a product or service, the marketer needs to understand and evaluate the behavior of the consumers - the purchase of any product or service by the consumer results from the complex purchase decision process. The consumer behavior course will enable the students to understand theories, concepts, and environmental and individual influences that determine the consumer's purchase decisions. So, this consumer behavior course is essential to develop the students' marketing skills and expertise. In addition, this course focuses on understanding and predicting consumer behavior by integrating theories from psychology, sociology, anthropology, motivation, and economics. Emphasis will be on how internal and external influences shape behavior.

MKT 4002: Integrated Marketing Communication

Pre-requisite: BBA 3127

The course primarily discusses and develops a solid foundation based on Integrated Marketing Communications (IMC) elements. The course explores the different IMC tools, from advertising to direct marketing, personal selling, sales promotion, and public relations. Another segment that this course concerns is the relatively new and trending practices of digital and interactive media. Overall, this concentration considers the importance of IMC and its role in marketing, relating existing issues to the planning and execution of different marketing campaigns and programs aligned with the firm's strategic objectives. The course provides an in-depth understanding of managing, evaluating, and controlling the brand's IMC activities.

MKT 4003: Social Media and Digital Marketing

Pre-requisite: BBA 3127

The course's primary objective is to give students a comprehensive comprehension of how digital technologies and the emergence of social media are transforming marketing strategies and tactics in diverse industries. The curriculum encompasses acquiring knowledge about marketing principles that hold significance in the digital realm, evaluating exemplary instances of effective marketing strategies, and honing proficiencies in creating, disseminating, and articulating value through using digital marketing instruments and social media channels. The course has supplementary objectives encompassing students' comprehension of contemporary digital marketing and social media patterns and instructing them on integrating digital and traditional marketing strategies. This course expands upon conventional marketing courses and explores digital strategies and tactics through the lens of brand management. The course will comprehensively analyze the digital marketing and social media phenomena, particularly emphasizing critical aspects essential to harnessing social media's potential. These include content management, establishing a strong social media presence, mobile marketing, and viral marketing. The present discourse examines the power shift from brands to consumers, elucidates strategies for engaging consumers via social media, and explores the interrelationship between social media and other digital marketing endeavors.

MKT 4004: Services Marketing

Pre-requisite: BBA 3127

This course examines the marketing strategies for intangible products organizations and individuals offer. The organization's effectiveness and efficiency regarding services, the control of service standards, and the consumers' satisfaction level are described in the course. This course focuses on the nature and characteristics of the market and consumer behavior for various services, structures, and development of institutions involved in selling services, e.g., financial institutions, banks, insurance companies, transportation firms, hotels, and various travel and tour industry agencies.

MKT 4005: Sales Management

Pre-requisite: BBA 3127

The course has been divided into different discussions, including the fundamentals of sales and marketing, functions of sales management and the manager, different types of sales strategies &

practices, consumer & corporate sales and profitable relationships, the types of the sales force and sales force network management, steps of sales recruitments and training for the sales forces, motivation, and retention policies for the salespeople, etc. Using many real-life examples in regular class discussions and case studies, along with sessions by people from the industry will supplement the textbook learning. Moreover, the in-class short exercises followed by individual students' presentations and role-playing will help them develop their selling skills and real-life experiences.

MKT 4006: International Marketing

Pre-requisite: BBA 3127

This course provides an overview of the global strategy and process of marketing goods and services. National market, review of international trade theory, analysis of the balance of payment position and foreign currency market, export market, international joint ventures, licensing and licensing arrangements, patents and copyrights, international trade arrangements and regional trade grouping, the generalized system of preferences, packaging, shipping, and financing practices in the international market are discussed in this course.

MKT 4007: Distribution and Channel Management

Pre-requisite: BBA 3127

The course deals with managing the flow of goods (inventory), services, and related information among members in the supply chain (i.e., suppliers, manufacturers, distributors, retailers, logistics service providers, and the end customer). Emphasis is placed on such managerial responsibility logistics aspects of these flows, especially as they relate to the flow of goods to markets (or physical distribution). Attention is given to such managerial responsibilities as customer service, transportation, inventory management, order processing and information, warehousing, materials management, decision support systems, financial control of logistics performance, international logistics, strategic planning, and supply chain integration. Recognition is also given to essential interrelationships between logistics and production, marketing, and financial management.

MKT 4008: Brand and Product Management

Pre-requisite: BBA 3127

The course aims to introduce students to aspects related to the design of the marketing of products and services in the marketplace. In addition, it provides students with the skills necessary to develop and administer policies and strategies for the company's existing and new products with a competitive edge. The topics covered in this course include a framework for product management structure in an organization, an overview of the need for introducing new products, the importance of an innovation policy, a new product strategy, a productive new product development process, a focus on the importance of the consumer, product positioning, testing and improving new products to meet competition, product introduction, and profit management; implementing the new product development process; the imperative need for the customer and after-sales service as a competitive edge strategy in both domestic and foreign markets.

MKT 4009: Rural Marketing

Pre-requisite: BBA 3127

Rural markets comprise a substantial portion of the Global Marketplace. Despite vast perspectives, most multinationals from advanced countries and local large-scale manufacturers of packaged products have traditionally ignored rural markets. With their immense size and demand base, rural markets offer a vast opportunity for business entities. There is no denying that rural consumers want to access brands if they offer value for money and a promise of quality. The course extensively studies the importance of rural markets in developing economies. It makes students aware of the rural marketing environment, the special needs in rural marketing research, and the study of consumer behavior in the rural segment. Furthermore, the course analyzes the economics of cost involved in rural distribution coverage, rural product, pricing strategy, rural marketing challenges, rural innovation, and rural consumer behavior, which provides students with knowledge, understanding, and techniques related to marketing in a rural environment.

MKT 4010: Agro-Based Product Marketing

Pre-requisite: BBA 3127

The course will provide a basic framework for agricultural marketing and how the different agro-based products can be marketed in the local markets. It will also enhance the students' learning of how agro-based products can be effectively processed and marketed to the international markets. Due to development in the logistical sector and enhancement of storage functions, local products have enhanced demand in foreign countries. Therefore, the course will cover aspects of the different markets, supply chain, financing, marketing agencies, standardization and grading, transportation, packaging, storage and warehousing, and other important factors essential for students to understand and comprehend the diversity of the course and its contents.

MKT 4011: Marketing Strategy

Pre-requisite: BBA 3127

Marketing strategy is based on one simple but powerful premise. As a practice, Marketing strategy differs from other forms of marketing in that it recognizes the long-term value of marketing efforts and organizational success and extends communication beyond intrusive advertising and sales promotional messages. Marketing strategy is a broadly recognized, widely implemented strategy for managing and nurturing a company's business interactions with clients and sales prospects. Marketing strategies are the fundamental underpinning of marketing plans designed to fill market needs and reach marketing objectives. As a result, marketing strategy aims to identify business alternatives, establish challenging goals, determine the optimal marketing mix to attain these goals, and detail implementation.

MKT 4012: Marketing Research

Pre-requisite: BBA 3127

The course deals with planning, collecting, organizing, interpreting, and presenting marketing information to aid decision-makers. These include the strategic role of marketing research, managerial issues in the research process, qualitative and quantitative research designs, data analysis methods, and the future of marketing research.

MKT 4013: Product Innovation and Management

Pre-requisite: BBA 3127

The development of products, including services, continues to be described as a "risky business," and no full-proof formula for new product success has been discovered. This new course draws on industry experience and academic research to provide students with a balanced view of theory versus practice in managing and successfully commercializing new products. Bangladesh's market represents a dynamic and competitive marketing environment with a fast pace of technology development, industry convergence, and increasing consumer sophistication. This course emphasizes the business students' passion for innovation while giving them the skills to examine these products' likely market success.

THM 4002: Tourism and Hospitality Marketing

Pre-requisite: BBA 3127

This course aims to apply marketing principles to tourism and hospitality products and services. The course also examines the relationship between the motivations and behavior of tourism and hospitality consumers and the distribution and delivery of tourism and hospitality products and services. In addition, the course covers purchase decisions as applied to tourism and hospitality products and services, factors influencing the decision-making process, the role of information and communications technology in tourism and hospitality marketing, and electronic communication and distribution strategies.