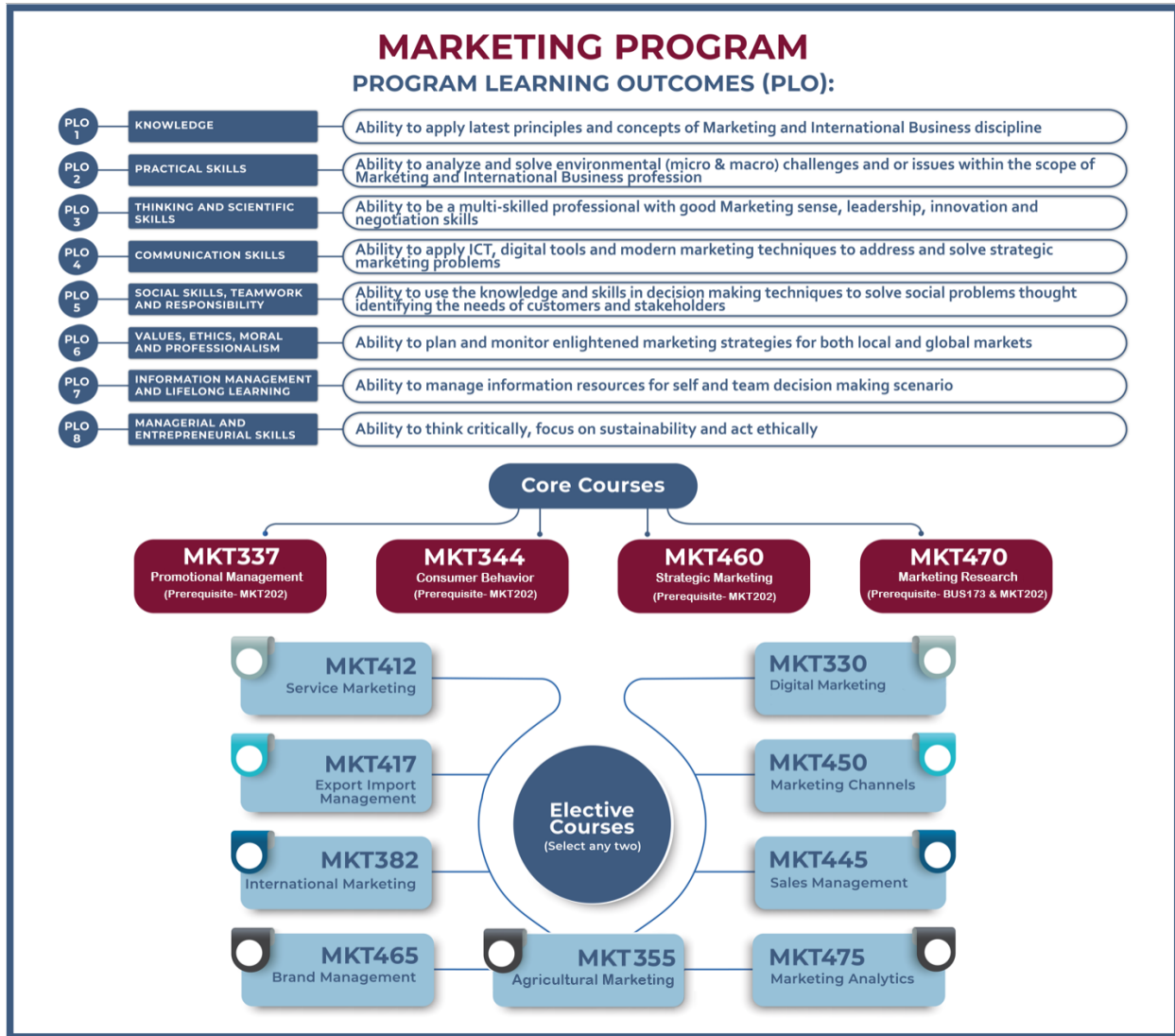


BBA Program (Marketing Major)

Roadmap for Marketing Major:



Introductory Course:

MKT202 (Introduction to Marketing): This introductory marketing course facilitates students in gaining a comprehensive understanding of basic marketing concepts. The course will cover various fields of marketing, such as customer value creation, marketing environment, customer relationship management, segmentation and target market, pricing, product development, promotions, consumer behavior, and the components of integrated marketing communication.

Core Courses:

MKT337 (Promotional Management): This course encompasses various components of a firm's promotional mix, including advertising, sales promotion, public relations, direct marketing, and personal selling. Students will gain foundational knowledge about the importance of promotional management, its place in the marketing mix, and how it has evolved. An emphasis will be placed on the strategic planning involved in creating and executing promotional campaigns.

MKT344 (Consumer Behavior): This course enlightens students with insights to understand consumer behaviors, including searches, purchasing, using, evaluating, and disposing of products and services. This course provides a comprehensive understanding of consumer behavior by integrating psychological theories. Students will explore concepts, such as motivation, personality, perception, attitude formation, learning processes, cultural nuances, and consumer decision-making dynamics. This course will equip students to target customers and position products using diverse tactics effectively.

MKT460 (Strategic Marketing): Building upon fundamental marketing concepts, this course emphasizes the development of market-driven strategies. The course progresses from basic marketing concepts like market segmentation and product positioning to contemporary strategies like digital channels and social media marketing. By completing this course, students will gain advanced skills in developing integrated marketing strategies that generate value for customers and ensure growth for an organization.

MKT470 (Marketing Research): This course offers a deep dive into the world of effective market research, going beyond typical methods like surveys and interviews. Students will learn how to set up research projects, define the problem, discover various ways to gather data and master the art of analyzing data and presenting findings. The course highlights the importance of market research in management decision-making, ensuring marketers leverage these insights effectively. The course explores qualitative and quantitative research approaches.

Elective Courses:

MKT330 (Digital Marketing): This course aims to equip students with the skills necessary to develop and implement cutting-edge marketing and business development strategies. This course introduces students to conceptualizing, developing, and using marketing in computer-mediated environments (CMEs). Students learn about e-business marketing, which represents the skills 21st-century marketers need. This course focuses on creating customer value through CMEs and sees marketing as information sharing with modern electronic technologies.

MKT355 (Agricultural Marketing): The course covers different topics that play fundamental roles in the agricultural market, including the manufacturing and distributing of agricultural products. Students will acquire knowledge of the marketing systems and market opportunities of major agricultural commodities open to primary producers in the market. This course also guides students in analyzing and assessing the global and dynamic market forces that impact the agri-food supply chain, from primary producers to end consumers. It will explore how these forces influence primary producers' strategies in agri-food production and marketing. This module is designed to introduce students to different commodity marketing methods that are highly relevant to Bangladesh's market.

MKT382 (International Marketing): This course is designed to introduce the marketing practices that companies employ to seek marketing opportunities outside the home country. In addition, this course highlights the cultural and environmental policies and techniques that firms consider while selecting and adapting their marketing strategies to suit the international environment.

MKT412 (Services Marketing): This course explores the unique challenges service marketers face, such as inventory management, demand-supply synchronization, service quality consistency, and service performance management. This course examines strategies employed by service industry leaders from various sectors, such as the hospitality industry, financial planning, airlines, and communication, as well as manufacturing and high-tech industries (both of which depend heavily on services to provide value). The course emphasizes understanding the essence of services, applying relevant models, concepts, tactics, and strategies for solving service-related problems, and improving service quality while ensuring customer satisfaction.

MKT417 (Export Import Management): This course discusses the operational mechanics of export and import transactions involving parties such as banks, insurers, and shippers. It covers export-import

financing, available incentives for export prices, agencies that assist exporters and importers, relevant government policies, regulations of foreign exchange, and export promotion methods. The course highlights cases from Bangladesh.

MKT445 (Sales Management): This course provides the basic foundations for understanding all crucial aspects of selling. The course also offers a thorough and up-to-date integrated overview of the accumulated theory and research evidence relevant to Sales Management. Lastly, the course stresses basic concepts, critical decision areas, and analytical approaches for personal selling and examines the formulation, implementation, evaluation, and control of a strategic sales plan.

MKT450 (Marketing Channels): This course covers marketing channel decisions that are among management's most important decisions. In this course, students will learn how channel decisions impact a company's marketing strategy. Students will comprehend the influence of channel choices on pricing, sales, and advertising and how channel member capabilities shape product decisions. The course also features channel management challenges, accentuating recent distribution innovations like the Internet and e-commerce.

MKT465 (Brand Management): This course emphasizes branding, the strategic process of organizing marketing activities around the introduction, promotion, and optimization of brand portfolios. In this course, students will learn the significance of building and maintaining brand equity, a vital asset for top-performing companies. They'll understand how robust brand strategies lead to financial success, consumer loyalty, and a competitive edge. Given the growing emphasis on branding in the Bangladeshi context, the course blends global and local marketing theories and practices to equip students with essential brand management skills.

MKT475 (Marketing Analytics): This course introduces students to big data, marketing analytics, and business analytics tools. It focuses on assessing significant business metrics to identify prospects for improving business performance. The course will enable students to use marketing analytics tools such as Excel, Google Sheets with XL Miner, and SPSS. They will learn to assess and analyze datasets from various consumer databases. Students will be able to view, understand, question, interpret, and visualize data in many ways that reveal relationships, patterns, and trends in the form of maps, globes, reports, and charts. They will learn to answer questions, interpret results, and solve problems by looking at data in a way that is quickly understood and easily shared.