

MARKETING ESSENTIALS

PAKISTAN EDITION
1ST EDITION

DR FARRAH ARIF

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PREFACE

This book is tailored for marketing instructors and students eager to delve into the world of marketing using a diverse range of examples, including local ones from the Pakistani industry. Across its nine chapters, it comprehensively covers fundamental marketing concepts, offering thorough explanations accompanied by illustrative instances. What sets this book apart is its innovative approach, incorporating video content that includes animations, concept explanations, and commercial advertisements. You can access these videos on the EDTechWorx Channel on YouTube for academic purposes.

Designed as the ideal introductory marketing textbook for undergraduate students, the content is structured to ensure that even first or second-year undergraduates can easily grasp marketing concepts. The book goes the extra mile to captivate readers with vibrant visuals and quick access to relevant videos.

In addition to the book, we provide valuable supplementary materials, including PowerPoint Slides and a Test Bank containing Multiple Choice Questions (MCQs). Instructors can request these instructional materials directly from the author. Once we verify that the request comes from a university faculty member, we will promptly email the materials. These resources are designed to facilitate the adoption of the book in classroom teaching, enhancing the overall learning experience.

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Examples of Industry

Chapter 1	1
Marketing Delivering Customer Value Apple, Khaadi Corporation, Uber, Unileve, Nestlé, Shan Foods Private Limited, Sapphire Retail Limited (SRL), Careem, McDonald's, Gul Ahmed, Hush Puppies PK, Reem Rice.	
Chapter 2	49
Consumer Behavior Procter & Gamble, K&N's, Jazz, Ufone, Zong, Nestle, Hilal Group of Companies, Depilex, Services, Careem, Airbnb, IBM, United Bank Limited, Pepsi.	
Chapter 3	97
Marketing Research Pampers, Black & Decker, Nespresso.	
Chapter 4	124
Segmentation and Positioning McDonald's, Kashmir Banaspati, Coca Cola, Pepsi; Mountain Dew, Cadbury, Junaid Jamshed – J., Khaadi, Sapphire.	
Chapter 5	150
Product Rose Petal, Gourmet, Khaadi, Oye Hoye, McDonald's, Ufone, Engro Foods, Shaan, Daraz, K&K.	
Chapter 6	191
Promotion Cornetto, Jazz, Packages, Nestle Milo, Careem Pakistan, Uber Pakistan, Kenwood, Pakola, The Citizen's Foundation, Shaikat Khanum Memorial Cancer Hospital, Edhi Foundation, Coca Cola, Fanta, Oye Hoye, Pepsi, Lays.	

Examples of Industry

Chapter 7

230

Distributions

Coca Cola, Nike, Khaadi.

Chapter 8

252

Pricing

Dawlance, Nestle Pure Life, Aquafina; McDonald's, KFC, Zeen, Khaadi, Sana Safinaz, Domino's, Clean & Clear, HBL, Redmi, Jazz, Luscious, Jammin Java.

Chapter 9

291

Customer Acquisition and Retention

Rooh Afza, OPPO, Mausummery, Careem Pakistan, Hush Puppies Pakistan, Fabbitt, Telenor, LU – Continental Biscuit.