



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal - 500 043, Hyderabad, Telangana

COURSE CONTENT

MARKETING MANAGEMENT								
II Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBE16	Core	L	T	P	C	CIA	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 45	Tutorial Classes: 01	Practical Classes: Nil				Total Classes: 45		
Prerequisite: Business Economics								
SDGs Mapped: SDG 12 (Responsible Consumption & Production), SDG 8 (Decent Work & Economic Growth)								

I. COURSE OVERVIEW:

This course imparts the skills to make effective decision making with respect to the various marketing function including assessing marketing opportunities and also develop them to formulating marketing strategies along with implementation plans. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, competitive positioning, product and service planning and managing pricing, distribution, and integrated communications, including advertising, public relations, Internet marketing, media, direct marketing, and sales promotions. Through a combination of interactive discussions, and applies marketing topics to consumer and business-to-business products, services, and non-profit organizations.

II. COURSES OBJECTIVES:

The students will try to learn:

- I. The concepts of marketing and the role of marketing in business and society.
- II. The aspects of consumer behavior and consumer decisions.
- III. The of market segmentation, targeting, and positioning analysis.
- IV. The distribution, promotion, and communication strategies into an action plan.

III. COURSE OUTCOMES:

At the end of the course students should be able to:

- CO1 Illustrate the marketing concepts and information system skills to evaluate current business events in the industry.
- CO2 Analyze consumer markets, customer value, product and brand development to increase customer satisfaction.
- CO3 Integrate the concepts of consumer and business market segmentation for effective product design and development.
- CO4 Apply the concept of market target and positioning to establish the image of a brand.
- CO5 Develop marketing channels, promotional mix and sales promotion strategies to set a business apart from its competitors.
- CO6 Appraise pricing-related strategies, and developing marketing trends to maximize sales growth.

IV. COURSE CONTENT:

MODULE - I: INTRODUCTION TO MARKETING AND MARKET RESEARCH (09)

Importance and scope of Marketing, Core Marketing Concepts, Marketing Philosophies, Marketing Environment, Marketing Strategies & Plans, and Changing Marketing landscape, Market Research - Definition of MR, Marketing Research process, Marketing Information systems, Marketing Research & Ethics, International Marketing Research.

MODULE-II: ANALYZING MARKETING OPPORTUNITIES CUSTOMER VALUE AND MARKETING MIX (08)

Decision Making, Building Customer Value, Analyzing Consumer Markets – Consumer Behavior – Cultural, Social & Personal Factors, developing products & brands – product levels; classifying products, product range, product line & product mix, Product Life Cycles, new product development, New Service Development, Stages of Product/ Service innovation development, The process of adoption, Branding.

MODULE - III: DESIGNING A CUSTOMER DRIVEN STRATEGY (08)

Market segmentation - STP Process - segmentation of consumer market, business market, requirement for effective segmentation.

Market targeting – evaluating market segmentation, selecting target market segmentation, positioning – Positioning and repositioning, positioning maps, product positioning strategies.

MODULE-IV: DISTRIBUTION DECISIONS, PROMOTIONS AND COMMUNICATION STRATEGIES (10)

Marketing Channels, Channel intermediates and functions, channel structure, channel for consumer products, business and industrial products, alternative channel, channel strategy decisions. The promotional mix, advertising, public relations, sales promotion, personal selling, Direct and online Marketing. Marketing communication- communication process, communication promotion mix, factors affecting the promotion mix.

MODULE - V: PRICING DECISION AND PERSONAL COMMUNICATION (10)

Importance of price, cost determinant of price, markup pricing, profit maximization pricing, break even pricing, pricing strategies, ethics of pricing strategy, product line pricing, WOM, Rural marketing, BOP, relationship Marketing, Digital marketing, Social media marketing, postmodern marketing, market sustainability and ethics, Global marketing, green marketing.

V. TEXTBOOKS:

1. G. Shainesh, Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N.Sheth, “Marketing Management”, Pearson,16e, 2022
2. Iacobucci, Dawn. “Marketing management”, Cengage Learning, 6th edition, 2021.
3. Park, Seohee. “Marketing Management”, Vol. 3. Seohee Academy, 6th edition, 2020.
4. Kotler, P., Armstrong, G., Agnihotri, P. K., and Haque, E. “Principles of Marketing: A South Asian Perspective”, Pearson Education Prentice Hall of India, 18th edition, 2020.
5. Philip Kotler, Gray Armstrong, “Principles of Marketing”, Pearson Education, 15th edition, 2016.

VI. REFERENCE BOOKS:

1. Rosalind Masterson, Nichola Phillips, David Pickton, Marketing: An Introduction, Sage Publications, 5e, 2021.
2. Ramaswamy Namakumari, “Marketing Management”, TMH, 9th edition, 2023.
3. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, “Principles of Marketing, South Asian perspective”, Pearson Education, 13th edition, 2012.
4. K.Karunakaran, “Marketing Management”, Himalaya Publishing House, 2nd edition, 2012.
5. Rajan Saxena, “Marketing Management”, TMH, 4th edition, 2013.

VII. WEB REFERENCES:

1. http://www.pondiuni.edu.in/storage/dde/downloads/mbaii_mm.pdf

2. <http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf>

VIII. E-TEXT BOOKS:

1. http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf
2. http://197.14.51.10:81/pmb/GESTION2/MARKETING/Fundamentals_of_Marketing.pdf
3. <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>
4. <http://solr.bccampus.ca:8001/bcc/file/ddbe3343-9796-4801-a0cb-7af7b02e3191/1/Core%20Concepts%20of%20Marketing.pdf>
5. <https://htbiblio.yolasite.com/resources/Marketing%20Book.pdf>