



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad -500 043

MASTER OF BUSINESS ADMINISTRATION

COURSE DESCRIPTOR

Course Title	MARKETING MANAGEMENT				
Course Code	CMBB19				
Programme	MBA				
Semester	II				
Course Type	CORE				
Regulation	IARE-R18				
Course Structure	Theory			Practical	
	Lectures	Tutorials	Credits	Laboratory	Credits
	4	-	4	-	-
Chief Coordinator	Mrs. G. Joseph Mary, Assistant Professor				
Course Faculty	Mrs. G. Joseph Mary, Assistant Professor				

I. COURSE OVERVIEW:

This course helps to improve their ability to make effective marketing decisions, including assessing marketing opportunities and developing marketing strategies and 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 management, pricing, distribution, and integrated communications, including advertising, public relations, Internet marketing, social 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 nonprofit organizations.

II. COURSE PRE-REQUISITES:

Level	Course Code	Semester	Prerequisites
-	-	-	-

III. MARKS DISTRIBUTION:

Subject	SEE Examination	CIA Examination	Total Marks
Marketing Management	70 Marks	30 Marks	100

IV. DELIVERY / INSTRUCTIONAL METHODOLOGIES:

✗	Chalk & Talk	✓	Quiz	✓	Assignments	✗	MOOCs
✓	LCD / PPT	✓	Seminars	✗	Mini Project	✗	Videos
✗	Open Ended Experiments						

V. EVALUATION METHODOLOGY:

The course will be evaluated for a total of 100 marks, with 30 marks for Continuous Internal Assessment (CIA) and 70 marks for Semester End Examination (SEE). Out of 30 marks allotted for CIA during the semester, marks are awarded by taking average of two CIA examinations or the marks scored in the make-up examination.

Semester End Examination (SEE): The SEE is conducted for 70 marks of 3 hours duration. The syllabus for the theory courses is divided into five units and each unit carries equal weight age in terms of marks distribution. The question paper pattern is as follows. Two full questions with “either” or “choice” will be drawn from each unit. Each question carries 14 marks. There could be a maximum of two sub divisions in a question.

The emphasis on the questions is broadly based on the following criteria:

50 %	To test the objectiveness of the concept.
50 %	To test the analytical skill of the concept OR to test the application skill of the concept.

Continuous Internal Assessment (CIA):

CIA is conducted for a total of 30 marks (Table 1), with 25 marks for Continuous Internal Examination (CIE), 05 marks for Quiz/ Alternative Assessment Tool (AAT).

Table 1: Assessment pattern for CIA

Component	Theory		Total Marks
	CIE Exam	Quiz / AAT	
CIA Marks	25	05	30

Continuous Internal Examination (CIE):

Two CIE exams shall be conducted at the end of the 8th and 16th week of the semester respectively. The CIE exam is conducted for 25 marks of 2 hours duration consisting of two parts. Part–A shall have five compulsory questions of one mark each. In part–B, four out of five questions have to be answered where, each question carries 5 marks. Marks are awarded by taking average of marks scored in two CIE exams.

Quiz / Alternative Assessment Tool (AAT):

Marks shall be awarded considering the average of two AAT for every course. The AAT may include seminars, assignments, term paper, open ended experiments, five minutes video and MOOCs.

VI. HOW PROGRAM OUTCOMES ARE ASSESSED:

Program Outcomes (POs)		Strength	Proficiency assessed by
PO 2	Decision making Skills: Foster Analytical and critical thinking abilities for data-based decision making.	3	Assignments
PO 5	Leadership Skills: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.	3	Seminar
PO 6	Entrepreneurial Skills: Ability to demonstrate the skills and evaluate issues related to entrepreneurship and to develop as entrepreneurs.	2	Assignments
PO 7	Strategic analysis: Ability to conduct strategic analysis using theoretical and practical applications.	1	Presentation on real-world problems

3 = High; 2 = Medium; 1 = Low

VII. COURSE OBJECTIVES (COs):

The course should enable the students to:	
I	Understand the basic marketing concepts.
II	Analyze markets and design customer driven strategies.
III	Communicate the decisions towards business development with superior customer value.
IV	Aware of distribution channel in marketing

VIII. COURSE OUTCOMES (COs):

CO Code	CO's	At the end of the course, the student will have the ability to:	PO's Mapped	Strength of Mapping
CMBB19.01	CO 1	Understand the importance, scope, philosophies, strategies and plans of marketing.	PO 2	3
CMBB19.02	CO 2	Demonstrate the concept of market research, marketing information system, process and types of market research.	PO 2	3
CMBB19.03	CO 3	Explain the concept of consumer decision making, crating customer value, consumer behavior and forms of consumer markets.	PO 5	3
CMBB19.04	CO 4	Discuss the cultural, social and personal factors developing products and brands, product cycle and new product development.	PO 6	2
CMBB19.05	CO 5	Design the concept of segmentation of consumer market, business market, requirements for effective segmentation and market targeting.	PO 5	3
CMBB19.06	CO 6	Evaluate the market segmentation and select target market segmentation through positioning maps and positioning strategy.	PO 6	2
CMBB19.07	CO 7	Develop marketing channels, channel intermediaries, channel structure and channel for consumer products.	PO 2	3
CMBB19.08	CO 8	Create the promotional mix, advertising, public relations, sales promotions, personal selling and marketing communication.	PO 5	3
CMBB19.09	CO 9	Examine the concept of communication promotion mix and factors affecting the promotion mix.	PO 6	2
CMBB19.10	CO 10	Analyze the concept of balance of payments, forms of marketing, marketing sustainability, ethics and global marketing.	PO 6	2

3 = High; 2 = Medium; 1 = Low

IX. MAPPING COURSE OUTCOMES LEADING TO THE ACHIEVEMENT OF PROGRAM OUTCOMES:

(COs)	Program Outcomes (POs)							
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1		3						
CO 2		3						
CO 3					3			
CO 4								
CO 5					3			
CO 6						2		
CO 7								
CO 8					3			
CO 9						2		
CO 10						2		

3 = High; 2 = Medium; 1 = Low

X. ASSESSMENT METHODOLOGIES – DIRECT

CIE Exams	PO 2, PO 5, PO 6, PO 7	SEE Exams	PO 2, PO 5, PO 6, PO 7	Assignments	PO2	Seminars	PO 5
Laboratory Practices	-	Student Viva	-	Mini Project	-	Certification	-
Term Paper	-						

XI. ASSESSMENT METHODOLOGIES - INDIRECT

✓	Early Semester Feedback	✓	End Semester OBE Feedback
✗	Assessment of Mini Projects by Experts		

XII. SYLLABUS

UNIT-I	INTRODUCTION TO WORLD OF MARKETING:
Importance, scope of marketing, core marketing concepts, marketing philosophies, marketing environment, marketing strategies & plans, developed vs developing marketing; market research: definition of market research, marketing information system, commissioning market research, market research process, market research online, market research and ethics, international market research.	
UNIT-II	ANALYZING MARKETING OPPORTUNITIES CUSTOMER VALUE AND MARKETING MIX:
Consumer decision making, creating customer value, analyzing consumer markets, consumer behavior, cultural, social & personal factors, developing products and brands, product levels, classifying products, product range, line and mix, product life cycle, new product development.	
UNIT-III	DESIGNING A CUSTOMER DRIVEN STRATEGY:
Market segmentation: segmentation of consumer market, business market, requirement for effective segmentation. Market targeting, evaluating market segmentation, selecting target market segmentation, positioning, positioning maps, positioning strategy	

UNIT-IV	DISTRIBUTION DECISIONS, PROMOTIONS & COMMUNICATION STRATEGIES:
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, marketing communication, communication process, communication promotion mix, factors affecting the promotion mix.	
UNIT-V	PRICING DECISION AND PERSONAL COMMUNICATION:
Importance of price, cost determinant of price, markup pricing, profit maximization pricing, break even pricing, pricing strategy, ethics of pricing strategy, product line pricing, rural marketing, balance of payments, relationship Marketing, digital marketing, social marketing, postmodern marketing, market sustainability and ethics, global marketing	
Text Books:	
1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithleshwarJha “Marketing Management”, 13 th edition, Pearson Education, 2012	
Reference Books:	
1. Ramaswamy Namakumari, “Marketing Management”, TMH 5 th Edition, 2013. 2. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, “Principles of marketing, south Asian perspective”, Pearson Education, 13 th edition, 2012. 3. K.Karuna karan, “Marketing Management” , Himalaya Publishing House 2 nd Edition,2012. 4. Rajan Saxena, “Marketing Management”, TMH, 4 th Edition, 2013.	

XIII. COURSE PLAN:

The course plan is meant as a guideline. Probably there may be changes.

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
1-2	Acquire knowledge of marketing.	CO 1	T1:22.5 R1:2.3
3-4	Understand the marketing environment.	CO 2	T1:22.5 R1:2.4
5-6	Understand the process marketing research	CO 2	T1:22.6 R1:2.6
7-9	Analyze the ethics in marketing research	CO 3	T1:22.7 R1:4.4
10-12	Understand the concept customer decision making	CO 3	T1:22.7 R1:4.10
13-15	Identify the importance of various factors in consumer behaviour.	CO 4	T1:22.8 R1:4.15
16-18	Acquire knowledge of product development	CO 4	T1:22.9 R1:5.4
19-20	Understand the concept of market segmentation	CO 5	T1:22.9 R1:5.8
22-24	Discuss the need of market targeting	CO 5	T1:23.10 R1:6.8
25-28	Identify the methods in targeting and positioning	CO 5	T1:23.10 R1:6.13
29-31	Understand the concepts of marketing channels	CO 6	T1:23.9 R1:7.5
32-34	Understand the concepts of alternative channels	CO 6	T1:23.10 R1:7.5
35-37	Acquire knowledge of various promotional mix	CO 7	T1:23.10 R1:8.1
38-40	Acquire knowledge of marketing communication	CO 8	T1:23.1
41-42	Understand the importance of pricing	CO 9	T1:23.1 R1:9.4

Lecture No	Topics to be covered	Course Outcomes (COs)	Reference
43	Understand the different marketing promotion tools	CO 10	T1:23.1 R1:9.9
44-45	Understand the ethics in Marketing	CO 11	T1:23.1 R1:9.10

XIV. GAPS IN THE SYLLABUS - TO MEET INDUSTRY / PROFESSION REQUIREMENTS:

S No	Description	Proposed actions	Relevance with Pos
1	Optimum planning of integrated marketing communication	Seminars	PO 1
2	Marketing engineering harnesses marketing data and knowledge to facilitate decision making.	Guest lectures	PO 4

Prepared by:

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