

## MARKETING MANAGEMENT

II Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBC17	Core	L	T	P	C	CIA	SEE	Total
		3	1	-	4	30	70	100
<b>Contact Classes: 45</b>		<b>Tutorials Classes: 15</b>		<b>Practical Classes: Nil</b>			<b>Total Classes: 60</b>	
<p><b>I. COURSE OVERVIEW:</b>            This course imparts the skills to make effective decision making with respect to the various marketing functionalities 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 behaviour, 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 non-profit organizations.</p> <p><b>II. COURSE OBJECTIVES:</b>  <b>The students will try to learn:</b></p> <ol style="list-style-type: none"> <li>I. Core concepts of marketing and the role of marketing in business and society.</li> <li>II. Aspects of consumer behavior and consumer decisions.</li> <li>III. Conduction of market segmentation, targeting, and positioning analysis.</li> <li>IV. Distribution, promotion, and communication strategies into an action plan.</li> <li>V. Various pricing strategies as well as contemporary issues in marketing.</li> </ol> <p><b>III. COURSE OUTCOMES:</b>  <b>After successful completion of the course, students will be able to:</b></p> <p><b>CO 1:</b> Examine marketing concepts and phenomenon to evaluate current business events in the Industry.</p> <p><b>CO 2:</b> Illustrate market research and information system skills for designing innovative marketing strategies for business firms.</p> <p><b>CO 3:</b> Analyze consumer markets, behavior and customer value to increase customer satisfaction and the experience.</p> <p><b>CO 4:</b> Apply the fundamental concepts of product and brand development in order to deliver competitive products.</p> <p><b>CO 5:</b> Integrate the concepts of consumer and business market segmentation for effective product design and development.</p> <p><b>CO 6:</b> Apply the concept of market target and positioning to establish the image of a brand in the mind of the consumer.</p> <p><b>CO 7:</b> Implement marketing channels and intermediaries to make products available to the end customer.</p> <p><b>CO 8:</b> Develop the promotional mix and sales promotion strategies to set a business apart from its competitors.</p> <p><b>CO 9:</b> Examine pricing and related factors, as well as pricing strategies to maximize sales growth.</p> <p><b>CO 10:</b> Assess emerging trends in marketing for design and promoting eco-friendly products at a global level.</p> <p><b>IV. SYLLABUS:</b></p>								
<b>UNIT-I</b>	<b>INTRODUCTION TO MARKETING AND MARKET RESEARCH</b>						<b>Classes:09</b>	
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.								

<b>UNIT-II</b>	<b>ANALYZING MARKETING OPPORTUNITIES CUSTOMER VALUE AND MARKETING MIX</b>	<b>Classes: 08</b>
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.		
<b>UNIT-III</b>	<b>DESIGNING A CUSTOMER DRIVEN STRATEGY</b>	<b>Classes: 08</b>
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.		
<b>UNIT-IV</b>	<b>DISTRIBUTION DECISIONS, PROMOTIONS AND COMMUNICATION STRATEGIES</b>	<b>Classes:10</b>
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.		
<b>UNIT-V</b>	<b>PRICING DECISION AND PERSONAL COMMUNICATION</b>	<b>Classes: 10</b>
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.		
<b>Text Books:</b>		
<ol style="list-style-type: none"> <li>1. Iacobucci, Dawn. “Marketing management”, Cengage Learning, 6<sup>th</sup> Edition, 2021.</li> <li>2. Park, Seohee. “Marketing Management“, Vol. 3. Seohee Academy, 6<sup>th</sup> Edition, 2020.</li> <li>3. Kotler, P., Armstrong, G., Agnihotri, P. K., and Haque, E. “Principles of Marketing: A South Asian Perspective”, Pearson Education Prentice Hall of India, 17<sup>th</sup> Edition, 2018.</li> <li>4. Philip Kotler, Gray Armstrong, “Principles of Marketing”, Pearson Education, 15<sup>th</sup> Edition, 2016.</li> <li>5. Lamb, Hair, Sharma, Mc Daniel, “Principles of Marketing”, a South Asian Perspective Cengage Learning, 2016.</li> <li>6. Paul Baines, Chris Fill, Kelly Page, Piyush Sinha, “Marketing”, Oxford University Press, Asian Edition, 2015.</li> <li>7. Arun Kumar &amp; N. Meenakshi, “Marketing Management”, Vikas, 2012</li> <li>8. Rajan Saxena, “Marketing Management”, Tata Mc Graw Hill, 3<sup>rd</sup> Edition, 2012.</li> <li>9. Kenneth E Clow, Donald S Baack, “Cases in Marketing Management”, Sage South Asia Edition, 2012.</li> </ol>		
<b>Reference Books:</b>		
<ol style="list-style-type: none"> <li>1. Ramaswamy Namakumari, “Marketing Management”, TMH, 5<sup>th</sup> Edition, 2013.</li> <li>2. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, “Principles of Marketing, South Asian perspective”, Pearson Education, 13<sup>th</sup> Edition, 2012.</li> <li>3. K.Karunakaran, “Marketing Management”, Himalaya Publishing House, 2<sup>nd</sup> Edition, 2012.</li> <li>4. Rajan Saxena, “Marketing Management”, TMH, 4<sup>th</sup> Edition, 2013.</li> </ol>		
<b>Web References:</b>		
<ol style="list-style-type: none"> <li>1. <a href="http://www.pondiuni.edu.in/storage/dde/downloads/mbaii_mm.pdf">http://www.pondiuni.edu.in/storage/dde/downloads/mbaii_mm.pdf</a></li> <li>2. <a href="http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf">http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf</a></li> </ol>		
<b>E-Text Books:</b>		
<ol style="list-style-type: none"> <li>1. <a href="http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf">http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf</a></li> <li>2. <a href="http://197.14.51.10:81/pmb/GESTION2/MARKETING/Fundamentals_of_Marketing.pdf">http://197.14.51.10:81/pmb/GESTION2/MARKETING/Fundamentals_of_Marketing.pdf</a></li> <li>3. <a href="https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf">https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf</a></li> <li>4. <a href="http://solr.bccampus.ca:8001/bcc/file/ddbe3343-9796-4801-a0cb-7af7b02e3191/1/Core%20Concepts%20of%20Marketing.pdf">http://solr.bccampus.ca:8001/bcc/file/ddbe3343-9796-4801-a0cb-7af7b02e3191/1/Core%20Concepts%20of%20Marketing.pdf</a></li> </ol>		

5. <https://htbiblio.yolasite.com/resources/Marketing%20Book.pdf>