

MARKETING MANAGEMENT

II Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBB19	Core	L	T	P	C	CIA	SEE	Total
		4	-	-	4	30	700	100
Contact Classes: 45		Tutorials Classes:		Practical Classes: Nil		Total Classes: 45		
<p>OBJECTIVES: 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.</p> <p>COURSE OUTCOMES:</p> <ol style="list-style-type: none"> 1. Understand the importance, scope, philosophies, strategies and plans of marketing. 2. Demonstrate the concept of market research, marketing information system, process and types of market research. 3. Explain the concept of consumer decision making, creating customer value, consumer behavior and forms of consumer markets. 4. Discuss the cultural, social and personal factors developing products and brands, product cycle and new product development. 5. Design the concept of segmentation of consumer market, business market, requirements for effective segmentation and market targeting. 6. Evaluate the market segmentation and select target market segmentation through positioning maps and positioning strategy. 7. Develop marketing channels, channel intermediaries, channel structure and channel for consumer products. 8. Create the promotional mix, advertising, public relations, sales promotions, personal selling and marketing communication. 9. Examine the concept of communication promotion mix and factors affecting the promotion mix. 10. Elucidate the importance, types of pricing decisions and ethics of pricing strategy. 11. Analyze the concept of balance of payments, forms of marketing, marketing sustainability, ethics and global marketing. 								
UNIT-I	INTRODUCTION TO WORLD OF MARKETING						Classes:09	
Importance, scope of marketing, core marketing concepts, marketing philosophies, marketing environment, marketing strategies and 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						Classes: 08	
Consumer decision making, creating customer value, analyzing consumer markets, consumer behavior, cultural, social and 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						Classes: 08	

<p>Market segmentation: segmentation of consumer market, business market, requirement for effective segmentation, market targeting.</p> <p>Evaluating market segmentation, Selecting target market segmentation, positioning, positioning maps, positioning strategy.</p>		
UNIT-IV	DISTRIBUTION DECISIONS, PROMOTIONS AND COMMUNICATION STRATEGIES	Classes:10
<p>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.</p>		
UNIT-V	PRICING DECISION AND PERSONAL COMMUNICATION	Classes: 10
<p>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, post modern marketing, market sustainability and ethics, global marketing.</p>		
Text Books:		
<p>1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and MithleshwarJha “Marketing Management”,13/e, Pearson Education, 2012.</p>		
Reference Books:		
<p>1. RamaswamyNamakumari, “Marketing Management”, TMH 5th Edition, 2013. 2. Philip Kotler, Gray Armstrong, Prafulla. Y. Agnihotri, Ehsan UL Haque, “principles of marketing,south Asian perspective”, 13/edition, Pearson Education, 2012. 3. K.Karunakaran, “Marketing Management” , 2/e, Himalaya Publishing House,2012. 4. RajanSaxena, “Marketing Management”, 4/e, TMH, 2013.</p>		
Web References:		
<p>1. http://dl.ueb.edu.vn/bitstream/1247/2250/1/Marketing_Management_-_Millenium_Edition.pdf 2. http://www.ddegjust.ac.in/studymaterial/pgdapr/pgdapr-105.pdf</p>		
E-Text Books:		
<p>1. http://socioline.ru/files/5/283/kotler_keller_marketing_management_14th_edition.pdf 2. http://unbounce.com/content-marketing/top-10-free-marketing-ebooks-of-2015/</p>		