



Course Title: MARKETING MANAGEMENT

Course Code: MKTG601

Credit Units: TWO

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
2	0	0	0	2

Course Objectives:

The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The marketing management process is important at all levels of the organization. The course will thus provide the students with a systematic framework for understanding marketing management and its 4P's strategy.

Accordingly, the course emphasizes the following:

- Primary and changing perspectives on marketing management in the New Economy.
- The impact of interactive media on marketing management.
- Applied marketing management and strategy, domestic and global.
- An international focus in developing marketing management and its strategies.

Prerequisites:

As the course comes under core courses, it will be studied by both the category of students, Marketing concentration students and non Marketing concentration students. The course will thus have different orientation i.e.

- Marketing concentration students who wish to deepen their understanding of marketing management in a strategy-planning context.
- Non-marketing concentration students who desire a course in marketing strategy, with a management and planning orientation.

Student Learning Outcomes:

- The student would be able to develop an understanding of the market characteristics and the nature of competition in such markets.

- The student who completes the course will be able to develop skill in organizing for effective marketing and in implementing the market planning process.
- The student of the course will be able to develop an insight and knowledge base of the various underlying concepts driving marketing strategies.
- The programme will equip the student to apply concepts, theories, models, and tools in developing 4P's of marketing.
- By the end of the course student will be able to critically assess current and future metrics, research technologies, and research data output related to the subject.

Course Contents/Syllabus:

	Weightage (%)
Module I: Understanding Marketing in New Perspective	20
<ul style="list-style-type: none"> • Marketing Management Defined • Customer Value and Satisfaction, Philosophies of Marketing Management • Difference between marketing and Selling, Relationship marketing, Social marketing • Strategic Planning in marketing, formulating the marketing plan. 	
Module II: Analyzing Consumers & Selecting Markets	20
<ul style="list-style-type: none"> • Consumer Behaviour-Defined • The factors influencing consumer behavior • The stages in the buying process, the buying decision making process • Factors effecting the buying decision; Adoption process • Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation • Evaluating the Market Segments • Targeting the Market Segments • Developing a Positioning Strategy 	
Module III : Managing Product Strategies	20
<ul style="list-style-type: none"> • Products and Services Defined • Classification of products • New Product development, stages of New Product Development • Packaging and Labeling • Product mix decisions and line management • Length, width and depth of a line, Line analysis, and Brand Management • Product life cycle, stages in lifecycle and factors affecting each stage • Managing product life cycles. 	

Module IV: Identifying Pricing Methods and Strategies	10
<ul style="list-style-type: none"> • Pricing Definition • Setting the price, adapting the price • Initiating and responding the price changes • Identifying Pricing Strategies 	
Module V: Managing Channel Dynamics & Integrated Marketing Communication	30
<ul style="list-style-type: none"> • Channel functions and flows • Channel design and management decisions • Channel dynamics • Vertical horizontal and multi channel marketing systems • Market Logistics decisions. • Integrated Marketing Communication • Marketing Communication Process • Promotion mix, Advertising, Personal Selling • Sales Promotion, Publicity and Public Relations • Direct Marketing 	

Pedagogy for Course Delivery:

Classes will involve a blend of lectures and case discussions. In addition to assigning the case studies, the course instructor will spend considerable time helping you in getting in-depth understanding of the concept. Students will practice various research activities, including: article reviews, presentations, experimental design, theory development, testing and application. Students are expected to contribute to the class discussions based on the course readings and their own experience.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Kotler, Keller, Koshy, Jha, (2008), Marketing Management– A South Asian Perspective, Pearson India Pvt.
- Kurtz, (2008) Principles of Marketing, Cengage Learning, India,
- S. Neelamegham, (2009), Marketing In India, Vikas publishing house,
- Biplo Bose, (2008), Marketing Management, Himalaya Publishing House.
- Paul Baines, Chris Fill, Kelly Page, (2009), Marketing, Oxford University Press
- Winner (2009), Marketing Management, Pearson India Pvt.
- William L. Pride and O.C. Ferrell, (1993) Marketing Concepts and Strategies, Boston, Houghton Mifflin.
- Czinkota and Kotabe , (2007) Marketing Management, Cengage Learning, India
- Evans, (2008), Marketing Management, Cengage Learning, India
- Rajan Saxena, (2010) , Marketing Management, Tata McGraw Hill

Any other Study Material:

- Journal of Consumer Research
- Journal of Marketing
- Journal of Marketing Research