



Course Title: Marketing Management

Course Code: MKTG601

Credit Units: 3

Level: PG

L	T	P/S	SW	No. of PSDA	TOTAL CREDIT UNITS
2	0	0	2	2	3

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.

Module I: Marketing for the 21st Century	20 %
Marketing for the Millennials The New Marketing Realities, Difference between Marketing and Selling The Holistic Marketing Concepts, Relationship marketing, Societal marketing, Integrated Marketing, Ethical Marketing Delivering and Communicating Value to the Customers Marketing Mix Marketing Plan	
Module II: Analyzing Consumers & Selecting Markets	20 %
The factors influencing consumer behavior The buying decision making process Business Market Vs Consumer Market Market Segmentations- Basis for Segmenting Consumer and business markets. Evaluating the Market Segments Targeting the Market Segments Developing a Positioning Strategy	
Module III: Managing Product	15 %
Products and Services Defined Classification of products New Product development Process, Adoption process Product mix decisions Product Line Analysis, Length, width and depth of a line and Brand Management Product life cycle, stages in lifecycle and factors affecting each stage Managing product life cycles	
Module IV: Identifying Pricing Methods, Marketing channels and Value Networks	15 %
Understanding Pricing in Changing Environment Setting the price, adapting the price Initiating and responding the price changes Identifying Pricing Strategies and responding to Competitors The Role of Marketing Channels Channels design Decisions Vertical horizontal and multi-channel marketing systems	
Module V: Integrated Marketing Communication	15 %
Integrated Marketing Communication Marketing Communication Process Promotion mix, Advertising, Personal Selling, Direct Marketing and Social Media Formulating Marketing Plan and Presentation	
Module VI: Latest Development, Trends, and Practices	15%
E-Commerce and M-Commerce Marketing Practices Triple Bottom Line	

Course 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

Pedagogy for Course Delivery:

This class will be taught using the Four Quadrant Approach ie. The course will have e-Tutorial, e-Content, Assessment and Discussions. Also a mix of theory and the case method will be used. In addition to assigning the case studies, the course instructor will spend considerable time helping you understand the concepts.

The course will encompass Discussion forum for clarifying doubts/ questions.

Assessment/ Examination Scheme:**Theory Assessment (L&T)****List of PSDA:**

1. Understand, apply and analyze theories of Marketing Management and write a report.
2. Launch a new product of your choice. This will encompass all the aspects of Marketing Management

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
40%	NA	60%

Continuous Assessment/Internal Assessment					End Term Examination
Components (Drop down)	Mid-Term Exam	Project	Assignments	Attendance	
Linkage of PSDA with Internal Assessment Component		Linked with PSDA 1 & 2			
Weightage (%)	10%	20%	5%	5%	60%

Text Reading:

- Kotler, Keller, Koshy, Jha, (2008), Marketing Management– A South Asian Perspective, Pearson India Pvt.

References:

- 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

Additional Reading:

- 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