PROGRAM	**Master of Business Administration (Executive Programme)**
SEMESTER	**III**
COURSE TITLE	**Marketing Management**
COURSE CODE	**03BM0211**
COURSE CREDITS	**03**
COURSE DURATION	**30 Hrs (30 sessions of 60 minutes each)**

COURSE OUTCOMES:

- Embed the marketing skills required in the day to day business practices.
- Familiarize the students with marketing skills, field analytical skills and substantive knowledge along with practical exposure.
- Provide a platform to understand consumer behavior, market environment, Segmentation, Targeting and positioning, different Pricing techniques, Product Life cycle, Branding, Logistics, Sales & Distribution, Public Relations and used in business world.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
I	**Introduction:** Scope, Eras of Marketing, Marketing Mix, Marketing Environment, Role of Marketing in Organization and Society, Marketing Planning, Value Chain delivery process, Modern marketing concepts in 21st Century, Case discussion on market environment, Market Information, Delivery process.	6
II	**Consumer behaviour:** Consumer & Organizational Buying Behaviors, Market Segmentation, Targeting and Positioning Branding, Marketing Intelligence System, Generating customer value & satisfaction, Case discussion on Consumer behavior, and Brand management.	6
III	**Product:** Classification of products / policies and strategies, Product Life Cycle, New Product Development process, its scope and process, Service marketing introduction, **Pricing**: strategies, Product line and mix, Product & brand relationship, Modern Packaging. Case discussion on various Product strategies and Pricing.	6
IV	**Pricing of services**: dealing with service quality (SERVQUAL), dealing with global market, case study on pricing in services marketing.	6
V	**Sales and distribution**: Integrated marketing communication and marketing mix, Designing effective advertising programme, Designing marketing channel, Multichannel, Techniques used for online marketing, SEO, Sales Promotion, Managing sales force. Case discussion on Sales and Marketing Strategies & Distribution.	6

EVALUATION:

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Presentations / Quizzes / Class Participation/ Term Papers, live projects)	50%
B	End-Semester Examination	50%

SUGGESTED READINGS:
Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year of Publication
T-01	Philip Kotler, Keller, Koshy and Jha,	Marketing Management	Pearson Education	Latest
T-02	Namakumari & Ramaswamy	Marketing Management: Indian Context	McMillan Limited	Latest
T-03	Noel Capon, Siddharth Shekhar Singh	Managing Marketing: An Applied Approach	Willey Publication	Latest

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition and Year
R-01	Tapan Panda	Marketing Management	Excel Books	Latest
R-02	Rajan Saxena	Marketing Strategies	TMH	Latest