

PROGRAM	Master of Business Administration
SEMESTER	2
COURSE TITLE	Marketing Management
COURSE CODE	04MB1203
COURSE CREDITS	3
COURSE DURATION	42 Hrs (42 sessions of 60 minutes each)

COURSE OUTCOMES:

- ❖ Understand fundamental marketing concepts, theories, and principles in areas of marketing.
- ❖ Analyze the market based on segmentation, targeting and positioning.
- ❖ Knowledge of consumer behavior and their decision-making process
- ❖ Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.
- ❖ Integrate product and service decisions with those on pricing, distribution and promotion.

COURSE CONTENTS:

Unit No	Unit / Sub Unit	Sessions
1	Introduction: Marketing- Definition, Scope, concepts; Company Orientation towards market place; Four P's and updated Four P's, Task of marketing Management; Marketing Environment, Marketing Value delivery process; Segmentation, Targeting and Positioning. case study	8
2	Buying behavior: Consumer Behavior -factors and process, Organizational Buying Behaviors; Participants in business buying; stages in buying process; Global market decision - entry strategies;. Case discussion on Consumer Behavior.	8
3	Product and Branding: Classification of products, Differentiation, Product Life Cycle, and New Product Development process, Product line and mix, Product & brand relationship, Packaging; Service marketing introduction- categories of service mix; characteristics of services, managing service quality (SERVQUAL); Branding- scope and role of brand. Case discussion on Product strategies and branding. case study	9
4	Pricing and distribution: Pricing – process and strategies. Marketing channel- role of marketing channels; channel management decision; Retailing and wholesaling. Sales force management E commerce and M commerce concept; Online marketing. case study	9
5	Promotion: Integrated marketing communication-communication mix; process of communication. Marketing program for global markets .Case discussion on promotion.	8

EVALUATION:

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

	Component	Weightage
A	Continuous Evaluation Component (Assignment/ Quiz/ Class participation/ presentation/ etc.,	20% (C.E.C)
B	Internal assessment	30% (I.A)
C	End- Semester Examination	50% (External assessment)

SUGGESTED READINGS:

Text Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T-01	Philip Kotler, Kevin, Keller	Marketing Management	Pearson	15 th edition 2016
T-02	Philip Kotler	Marketing Management: A South Asian Perspective	Pearson Education India	15 th edition 2016
T-03	VS Ramasamy & S. Namakumari	Marketing Management: Planning, Implementation and Control: Global Perspective Indian Context	Macmilan India	4 th edition 2009

Reference Books:

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
1.	Ramaswamy and Namakumari /	Marketing Management	Tata McGraw Hill	5 th edition 2017
2.	Rajan Saxena /	Marketing Management	Tata McGraw Hill	4 th edition 2009
3.	Arun Kumar and N Meenakshi /	Marketing Management	Vikas Publishing	3 rd edition 2016
4.	William D. Perreault, Edmund Jerome McCarthy	Basic Marketing-A Global Managerial Approach	Tata McGraw Hill	12 th edition 2000
5.	Situn Krushna Sahu, Sunil Kumar Pradhan	Marketing Management: An Indian Perspective	Educreation publishing	3 rd edition 2013