

COURSE TITLE	MARKETING MANAGEMENT
COURSE CODE	04BB1301
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Analyze the core marketing concepts and environmental factors to evaluate their impact on strategic marketing decisions, including emerging trends.
- 2 Evaluate consumer buying behavior by interpreting psychological and social influences to design effective marketing strategies.
- 3 Apply principles of market segmentation, targeting, and positioning to develop customer-centric marketing plans.
- 4 Apply the principles of product development and pricing to develop marketing solutions that meet customer needs and organisational goals.
- 5 Appraise and assess integrated distribution and promotional strategies to enhance market reach and brand engagement.

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	INTRODUCTION TO MARKETING MANAGEMENT Introduction to marketing and marketing management. Definition, Importance,, Company Orientations towards Market, Core Marketing concepts, Functions of marketing, Marketing mix, Traditional vs. AI, Data driven marketing strategies, Role of marketing manager in Modern Day Businesses.	10
2	CONSUMER BUYING BEHAVIOR Understanding Consumer behaviour, Factors affecting Consumer Behavior, what is Buying Decision, The Engel-Kollat-Blackwell (EKB) Model. Difference between Consumer Buying & Organizational Buying., Introduction to Segmenting, Concept, Importance and Bases of segmentation, Targeting & Positioning, Product differentiation	12

Contents : Unit	Topics	Contact Hours
3	PRODUCT & PRICE Understanding Product and its importance, Product Levels, Product mix, Branding, Product Life Cycle & Strategies at various levels, New Product Development- Need and Process, Overview of Packaging, Understanding Services, Characteristics, SERVQUAL Model., Introduction to Pricing, Factors affecting Pricing, 5Cs of Pricing, Strategies for Pricing	14
4	DISTRIBUTION & PROMOTION Introduction to Distribution, Meaning and Importance, Channels of Distribution, Channel members, Wholesaling and Retailing, Introduction to Logistics. Introduction to E-Commerce, M-Commerce and Quick Commerce., Introduction to Promotion – Types, Scope, Concept and Characteristics of Tools of Promotion Mix - Advertising, Personal selling, Public Relations, Direct Marketing, & Sales Promotion., 5Ms of Advertising, Role of Advertising in Business & Society.	14
5	EMERGING TRENDS IN MARKETING Introduction and best practices of Digital Marketing, Introduction to Phygital Marketing., Introduction to Hyper Personalization in marketing, Introduction to Rural Marketing, Changing Trends of Rural Marketing Practices, Introduction to Green Marketing, Sustainable & Ethical Marketing Practices	10
Total Hours		60

Textbook :

- 1 Principles of Marketing Management 19E, Philip Kotler & Gary Armstrong, Sridhar Balasubramaian, Prafulla Agnihotri, Pearson Education, 2023

References:

- 1 Marketing Management: A South Asian Perspective, Marketing Management: A South Asian Perspective, Philip Kotler; Kevin Lane Keller; Abraham Koshy; Mithileshwar Jha, Pearson Education, 2013
- 2 Marketing Management, Marketing Management, Tapan Panda, Excel Books , 2010
- 3 Marketing Management, Marketing Management, Rajan Saxena, TMGH, 2020

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking / Creative
0.00	0.00	35.00	35.00	30.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.managementstudyguide.com/marketing-management>
- 2 <https://www.coursera.org/articles/4-ps-of-marketing>
- 3 https://biz.libretexts.org/Courses/Concordia_University_Chicago/Principles_of_Marketing_for_Transformation/10%3A_Pricing_Products_and_Services/10.03%3A__The_Five_Critical_Cs_of_Pricing