

COURSE TITLE	MARKETING MANAGEMENT
COURSE CODE	04MB2203
COURSE CREDITS	3

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

- 1 Demonstrate understanding of all critical marketing concepts, frameworks, tools, techniques, and latest developments in the field
- 2 Apply critical conceptual knowledge from all aspects of marketing to complex decision situations
- 3 Analyze different markets and related business environments and present the gained insights for decision-making
- 4 Critically evaluate different marketing strategies, plans, and programs
- 5 Develop effective competitive marketing strategies by analysing and synthesizing a variety of marketing management approaches

Pre-requisite of course:NA

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
3	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	Analysing Markets Core Concepts of Marketing, Evolution of Marketing Orientations, Marketing Environment Analysis – Porter’s Five Forces Model and Value Chain Model, SWOT and PESTLE Analysis, Analysing Individual and Organizational Buying Behaviour, marketing research and marketing information system.	10
2	Developing Marketing Strategy The STP Framework – Market Segmentation, Targeting, Differentiation, and Positioning Strategies; Marketing strategies for different stages of product life cycle. Developing a Marketing Plan aligned to Marketing Strategy. Case Study.	8
3	Formulating Marketing Programs-I Managing Products and Services – Product levels, classification; Product-mix decisions; New Product decisions; Branding decisions; Additional Ps for service marketing. Case Study. Managing Pricing – Consumer psychology and pricing, Pricing Objectives, Steps in price setting, Adjusting pricing to competitive situations. Case Study.	8

Contents : Unit	Topics	Contact Hours
4	Formulating Marketing Programs-II Managing Marketing Channels – Role and Importance of Marketing Channels; Channel Levels, Functions, and Flows; Channel Design and Management; Omni Channels and Channel Integration. Managing Mass Promotion-Mix – Developing Advertising, Sales Promotion, Events & Experiences and Public Relations Programs; Managing Digital Promotion-Mix, Online Marketing Communication, Word of Mouth. Managing Direct Marketing and Personal Selling; Integrated Marketing Communication. Case Study.	10
5	Emerging Trends in Marketing E-commerce, M-commerce and Quick Commerce; Social media marketing – influencer marketing, user-generated content; Artificial Intelligence (AI), Meta Verse & Augment Reality (AR) in Marketing – personalization, customer insights, customer engagement, customer journey and customer experience (CX) management; Sustainable and ethical marketing; International Marketing. Case Study.	9
Total Hours		45

Textbook :

- 1 Marketing Management , Philip Kotler and Kevin Keller, Pearson, 2023

References:

- 1 Marketing Management: A South-Asian Perspective , Marketing Management: A South-Asian Perspective , Dawn Iacobucci and Anupama Vohra, Cengage., 2023

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	25.00	30.00	25.00	20.00

Instructional Method:

- 1 Case study, seminar, Flipped classroom