**Syllabus for Master of Business Administration, 2nd Semester**

**Subject Name: Marketing Management (MM) Subject Code: 4529203**

**With effective from academic year 2018-19**

# Learning Outcomes:

|  |  |
| --- | --- |
| **Learning Outcome Component** | **Learning Outcome** |
| Business Environment and Domain Knowledge (BEDK) | * Understanding of the role and functions of marketing in an organization. |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | * Ability to apply the concepts and techniques to various marketing contexts. * Ability to analyse marketing problems and provide solutions based on a critical examination   of marketing information. |
| Global Exposure and Cross-Cultural Understanding (GECCU) | * Appreciation for the global nature of marketing and appropriate measures to operate effectively   in international settings. |
| Social Responsiveness and Ethics (SRE) | * Evaluate and act upon the ethical and environmental concerns linked to marketing   activities. |
| Effective Communication (EC) | * Advance reasoned and factually supported arguments effectively in written work and oral   presentation. |
| Leadership and Teamwork (LT) | * Demonstrate the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan   implementation. |

1. **Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

# Course Contents:

|  |  |  |  |
| --- | --- | --- | --- |
| **Module No:** | **Module Content** | **No. of Sessions** | **70 Marks (External Evaluation)** |
| **I** | **Basics of Marketing Management**   * Definition, Scope, Core Concepts, Tasks * Basic 4 P’s of Marketing Mix & Updated P’s of Marketing Mix * Company’s Orientation towards Marketplace * Marketing as a value delivery process & Value Chain * Content of a Marketing Plan (very briefly)   **Capturing Marketing Insights**   * Analyzing the macro-environment   **Creating Customer Value:**   * Customer Perceived value * Cultivating Customer Relationship   **Understanding Consumers’ Markets**   * Factors affecting consumer buying Behaviour * Key Psychological Processes * Consumer Buying Decision Process | 10 | 17 |
|  | **Understanding Business Markets**   * Business v/s consumer markets * Buying Situations, Participants * Process |  |  |
| **II** | **Segmentation, Targeting and Positioning (STP)**  *Segmentation:*   * Bases of Segmenting Consumer Markets and Business Markets   *Targeting:*   * Meaning, effective segmentation criteria, evaluating and selecting the market segments   *Positioning:*   * Developing and establishing Brand Positioning * Differentiation strategies   **Dealing with Competition**   * Competitive Strategies – Leaders, Challengers, Followers, Nichers * Product Life Cycle (PLC) Strategies   **Developing Product Strategy**   * Product characteristics and Classification * Product hierarchy * Product system and mix * Product Line and Length decisions * Packaging, Labeling and Warranties | 10 | 18 |
| **III** | **New Product Development:**   * Process & Challenges   **Brand Management:**   * Brand Equity * Brand Equity Models – CBBE * Devising Branding Strategies   + Branding decisions   + Co-branding and ingredient branding   + Brand extensions   **Developing Services**   * Definition, categories * Distinctive Characteristics * Service Differentiation   **Pricing Decisions**   * Consumer Psychology and Pricing * Setting up the price * Price Adaptation and Strategies | 10 | 18 |
| **IV** | **Managing Distribution Channels**   * Marketing Channels   + Role, Importance   + Design & Management Decisions   + Channel Integration and Systems   Retailing, Wholesaling and Logistics Management | 10 | 17 |

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Managing Marketing Communications**   * Role of Marketing Communication * Developing Effective Communication * Managing IMC   **Managing Mass Communications**  *Advertising:*   * 5 M’s   *Sales Promotions:*   * Major sales promotion tools   *Events, Experiences:*   * Objectives and sponsorship decisions   *PR:*   * Functions and PR decisions * Tools in marketing PR   **Managing Personal Communications:**  *Direct Marketing:*   * Benefits, different direct marketing channels   *Interactive Marketing:*   * Advantages and disadvantages * Interactive marketing communication options   *Word-of-mouth:*   * Platforms – Social Media, Viral marketing, opinion leaders   *Personal Selling:*   * Major steps in effective selling |  |  |
| V | **Practical**   * Studying the Market Segmentation bases used by various companies to segment the markets for their products. * Studying distribution strategies of various companies * Analyze a few new products / services launched recently and their marketing mix * Studying the product life cycle of various products/brands with strategies adopted at various level * Compare and analyze marketing communications of a few brands in the same product / service category | --- | (30 Marks CEC ) |

1. **Pedagogy:**
   * ICT enabled Classroom teaching
   * Case study
   * Practical / live assignment
   * Interactive class room discussions

# Evaluation:

Students shall be evaluated on the following components:

|  |  |  |
| --- | --- | --- |
| **A** | **Internal Evaluation** | **(Internal Assessment- 50 Marks)** |
| * Continuous Evaluation Component | 30 marks |
| * Class Presence & Participation | 10 marks |
| * Quiz | 10 marks |
| **B** | **Mid-Semester examination** | **(Internal Assessment-30 Marks)** |
| **C** | **End –Semester Examination** | **(External Assessment-70 Marks)** |

# Reference Books:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **No.** | **Author** | **Name of the Book** | **Publisher** | **Year of Publication / Edition** |
| 1 | Philip Kotler & Kevin  Lane Keller | Marketing Management | Pearson  Education | 15th / Latest |
| 2 | Lamb, Hair, Sharma & McDaniel | Principles of Marketing  – A South Asian Perspective | Cengage Learning | Latest |
| 4 | Stanton, Etzel &  Walker | Fundamentals of  Marketing | McGraw Hill | Latest |
| 5 | Kotler, Keller, Koshy and Jha | Marketing Management  – A South Asian Perspective | Pearson Education | Latest |
| 6 | Arunkumar and  Meenakshi | Marketing Management | Vikas  Publishing | Latest |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

# List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Journal of Marketing
2. Indian Journal of Marketing
3. Journal of Marketing Management
4. Journal of Retailing
5. Journal of Consumer Behaviour
6. Brand Equity