**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:

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| **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:

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| **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 |

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|  | **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
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| 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:

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| --- | --- | --- |
| **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:

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