

## Course Title: Marketing Management

Course Code	: 17BA2T3	External Marks	: 60
Core / Elective	: Core	Internal Marks	: 40
Credits	: 3	Contact Periods	: 3
Year/Semester	: I year/II semester	Tutorial Periods	: 2

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### Course Objectives

The aim of the course is to enable students:

1. To provide an opportunity for analyzing the concepts and evolution of marketing.
2. To gain the skills in identifying alternative strategies and tactics in marketing with the help of marketing information systems and the marketing research process.
3. To understand the broad scope of marketing, societal, ethical and other diverse aspects of marketing, the final and organizational consumers.
4. To create an awareness on the various aspects relating to target market, product planning, pricing, distribution and promotion of products and services.
5. To provide an opportunity to understand the various changes occurring in the market place in terms of technology and practices.

### Course Outcomes

Upon completion of this course, students will be able to:

1. Match the role and functions of marketing and utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.
2. Make use of the key analytical frameworks and tools used in marketing in relation to segmenting and targeting of products.
3. Develop critical judgement through engagement and reflection of new product developments in the market place.
4. Classify the marketing mix elements and their role in achieving organisational success, both in commercial and non-commercial settings.
5. Identify the ways that middlemen use marketing tools and techniques to interact with their customers and act in an ethical manner in fulfilling their marketing obligations.

**Unit 1- Introduction to Marketing:** Concepts & evolution - Indian Marketing Environment - Role and functions of the Marketing Department; Market research: Concepts in demand - Market research - Forecasting and measurement – Market data analysis.

**Unit 2- Market Segmentation and Targeting:** Identification of Market Segments - Consumer and Institutional/corporate Clientele - Segmenting Consumer Markets: Segmentation Basis, Selecting Target Markets, Segmentation and Targeting as a Basis for Strategy Formulation. Developing and Communicating a Positioning Strategy.

**Unit 3- Product Management:** Product life cycle - Product mix and line - Branding and classification. New product development- Market testing - Commercialization. Pricing strategy: Factors influencing pricing -Responses to competitor's price changes.

**Unit 4- Sales Promotion and Distribution Management:** Promotional mix – Communication strategies; Channel function and flows - Channel levels - Channel management decisions.

**Unit 5- The growth and trends in Wholesaling & Retailing:** Nature and Significance - concepts – types– store management and merchandising - Contemporary issues in marketing- Green Marketing - Consumerism.

**Case Study:** Compulsory. Relevant cases have to be discussed in each unit.

### **Reference Books**

1. *Philip Kotler*, “Marketing Management”, 11/e, Pearson Publishers, New Delhi, 2003
2. Rajan Saxena: “Marketing Management, Tata McGraw Hill, New Delhi, 2008.
3. Boone and Kurtz: “Principles of Marketing”, Cengage Learning, New Delhi.
4. Chhabra T.N., Grover S.K., “Marketing Management”, Dhanpat Rai and Co., New Delhi, 2009.
5. Etzel, Walker, Stanton & Pandit, “Marketing Concepts & Cases”, Tata McGraw Hill, New Delhi.
6. Govindarajan M., “Marketing Management, Concepts, Cases, Challenges and Trends”, PHI Private Limited, New Delhi, 2007.
7. Karunakaran, “Marketing Management”, Himalaya Publishing House, Mumbai.
8. Charles W. Lamb, Joseph F. Hair, Carl McDaniel, Harish Kapoor, Henry Klaise “MKTG”, Cengage Learning, New Delhi, 2012.
9. Paul Baines, Chris Fill, Kelly Page, “Marketing”, Oxford University Press, New Delhi, 2009.
10. Ramaswamy V.S., Namakumari S., “Marketing Management”, Macmillan, New Delhi, 2003.