

| MARKETING MANAGEMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                |                    |            |
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| <b>Course Code</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>22MBA15</b> | <b>CIE Marks</b>   | <b>50</b>  |
| <b>Teaching Hours/Week (L:P:SDA)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>4:0:0</b>   | <b>SEE Marks</b>   | <b>50</b>  |
| <b>Total Hours of Pedagogy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>50</b>      | <b>Total Marks</b> | <b>100</b> |
| <b>Credits</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>04</b>      | <b>Exam Hours</b>  | <b>03</b>  |
| <b>Course Learning objectives:</b> <ul style="list-style-type: none"> <li>To make students understand the fundamental concepts of marketing and environment in which marketing system operates.</li> <li>To gain knowledge on consumer buying behaviour and influencing factors</li> <li>To describe major bases for segment marketing, target marketing, and market positioning.</li> <li>To develop a Conceptual framework, covering basic elements of the marketing mix.</li> <li>To understand fundamental premise underlying market driven strategies and hands on practical approach.</li> </ul>                                             |                |                    |            |
| <b>Module-1 (7 Hours)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                |                    |            |
| <b>Introduction to Marketing:</b> Importance of marketing, Definitions of market and marketing, Types of Needs, Elements of Marketing Concept, Functions of Marketing, evolution of marketing, Marketing V/s Selling, Customer Value and Satisfaction, 4P's of Marketing, Marketing Environment, Techniques used in environment analysis, Characteristics (Micro and Macro), Marketing to the 21st century customer.                                                                                                                                                                                                                               |                |                    |            |
| <b>Module-2 (9 Hours)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                |                    |            |
| <b>Analysing Consumer Behaviour:</b> Meaning and Characteristics, Importance of consumer behaviour, Factors influencing Consumer Behaviour, Consumer characteristics influencing buying behaviour personal factors and cultural factors. Consumer Buying Decision Process, Buying Roles, Buying Motives. The black box model of consumer behaviour. Psychological factors consumer.                                                                                                                                                                                                                                                                |                |                    |            |
| <b>Module-3 (9 Hours)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                |                    |            |
| <b>Product management and Pricing:</b> Importance and primary objective of product management, product levels, product hierarchy, Classification of products, product mix, product mix strategies, Managing Product Life Cycle. New Product Development, packing as a marketing tool, Role of labeling in packing. Concept of Branding, Brand Equity, branding strategies, selecting logo, brand extension- effects. Introducing to pricing, Significance of pricing, factor influencing pricing (Internal factor and External factor), objectives, Pricing Strategies-Value based, Cost based, Market based, Competitor based, Pricing Procedure. |                |                    |            |
| <b>Module-4 (9 Hours)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                |                    |            |
| <b>Distribution and Promotion:</b> Roles and purpose of Marketing Channels, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a physical Distribution System. Promotions- Marketing communications- Integrated Marketing Communications (IMC)-communication objectives, steps in developing effective communication. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional Vs Modern Media- Online and Mobile Advertising, social media for Advertising. Push-pull strategies of promotion.                                                  |                |                    |            |
| <b>Module-5 (9 Hours)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                |                    |            |

**Market segmentation, Targeting and Brand Positioning:** Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Types of Segmentation. Targeting - Bases for identifying target Customer target Marketing strategies, Positioning - Meaning, Tasks involved in Positioning. Monitoring brands performance and positioning. Product Differentiation Strategies.

**Module-6 (7 Hours)**

**Emerging Trends in Marketing:** Marketing Planning. Concepts of B2B marketing, Service Marketing, Digital and social media Marketing, Green Marketing, Event Marketing, Marketing Audit, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations, Relationship marketing, Marketing Strategies for Leaders, Challengers, Followers and Startups. Social Responsibility of marketing, Neuro Marketing, Sensory Marketing, societal marketing concept, premiumization.

**Assessment Details (both CIE and SEE)**

The weightage of Continuous Internal Evaluation (CIE) is 50% and for Semester End Exam (SEE) is 50%. The minimum passing marks for the CIE is 50% of the maximum marks. Minimum passing marks in SEE is 40% of the maximum marks of SEE. A student shall be deemed to have satisfied the academic requirements (passed) and earned the credits allotted to each course if the student secures not less than 50% in the sum total of the CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together.

**Continuous Internal Evaluation:**

There shall be a maximum of 50 CIE Marks. A candidate shall obtain not less than 50% of the maximum marks prescribed for the CIE.

**CIE Marks shall be based on:**

- a) Tests (for 25Marks) and
- b) Assignments, presentations, Quiz, Simulation, Experimentation, Mini project, oral examination, field work and class participation etc., (for 25 Marks) conducted in the respective course. Course instructors are given autonomy in choosing a few of the above based on the subject relevance and should maintain necessary supporting documents for same.

**Semester End Examination:**

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 50.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks with 3 sub questions.
- Each full question will have sub question covering all the topics.
- The students will have to answer five full questions; selecting four full questions from question number one to seven in the pattern of 3, 7 & 10 Marks and question number eight is compulsory.

**Suggested Learning Resources:****Books**

1. Marketing Management- Indian Context, Global Perspective by Ramaswamy & Namakumari by SAGE publication, 6<sup>th</sup> Edition.
2. Marketing Management: A South Asian Perspective by Kotler, Keller, Koshy & Jha by Pearson publication, Latest Edition.
3. New Product Management by Merle Crawford and Anthony Di Benedetto by McGraw-Hill, Latest Edition.
4. Advertisement Brands & Consumer Behaviour by Ramesh Kumar by Sage Publications, 2020.
5. Marketing in India: Text and Cases by Neelamegham S by Vikas publication, Latest edition.
6. Marketing by Lamb, Hair, Mc Danniel by Cengage Learning, Latest edition.
7. Fundamentals of Marketing Management, Etzel M J BJ Walker & William J Stanton by Tata Macgraw Hill, Latest edition.

**Web links and Video Lectures (e-Resources):**

- <https://youtu.be/5fdx5Laavkc>
- <https://youtu.be/Ule8n6GgE1g>
- <https://youtu.be/ob5KWs3I3aY?t=131>
- <https://youtu.be/U1VWUHLhmdk>
- <https://youtu.be/iWuYUhSHXHg>
- [https://youtu.be/IErR\\_YYfP3Y](https://youtu.be/IErR_YYfP3Y)
- <https://youtu.be/mL7MASrDIQ>

**Note:** The aforesaid links and study material are suggestive in nature, they may be used with due regards to copy rights, patenting and other IPR rules.

**Skill Development Activities Suggested**

- Sensitise the students to the market dynamics by visiting super markets and regulatory markets like APMC, etc.
- Students to study the buying pattern based on demographics of consumers.
- Students to draft advertising copy.
- Students to take any FMCG product and study the PCL of that product.

12.01.2023

**Course outcome**

At the end of the course the student will be able to :

| <b>Sl. No.</b> | <b>Description</b>                                                                                 | <b>Blooms Level</b> |
|----------------|----------------------------------------------------------------------------------------------------|---------------------|
| CO1            | Comprehend the concepts of Marketing Management.                                                   | L1                  |
| CO2            | Gain knowledge on consumer behaviour and buying process                                            | L3                  |
| CO3            | Understand concept of Product and Brand Management, Branding and Pricing strategies                | L2                  |
| CO4            | Identify marketing channels and the concept of product distribution, techniques of sales promotion | L4                  |
| CO5            | Simply ideas into a viable marketing plan for various modes of marketing                           | L4                  |

**Mapping of COS and POs**

|            | <b>PO1</b> | <b>PO2</b> | <b>PO3</b> | <b>PO4</b> | <b>PO5</b> | <b>PSO 1</b> | <b>PSO 2</b> | <b>PSO 3</b> | <b>PSO 4</b> |
|------------|------------|------------|------------|------------|------------|--------------|--------------|--------------|--------------|
| <b>CO1</b> | <b>1</b>   |            |            |            | <b>2</b>   | <b>3</b>     |              |              |              |
| <b>CO2</b> | <b>1</b>   |            | <b>2</b>   |            |            |              | <b>2</b>     |              |              |
| <b>CO3</b> |            |            |            | <b>3</b>   |            |              |              | <b>2</b>     |              |
| <b>CO4</b> |            | <b>2</b>   |            | <b>2</b>   |            |              |              |              | <b>3</b>     |
| <b>CO5</b> |            | <b>2</b>   |            |            | <b>2</b>   |              |              |              |              |