

Name of Faculty	:	Faculty of Commerce and Management
Name of Program	:	Master of Business Administration (MBA)
Course Code	:	2MBA04
Course Title	:	Marketing Management
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:	For understanding this subject, the students should have basic market knowledge and also should have critical thinking and problem-solving skills.
Course Objective	:	This course will help student to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large. Enables a student to understand the marketing concept This course is an introduction on how to integrate and manage diverse marketing activities via: Well-considered marketing management decisions; Well formulated marketing planning and policy development, (e.g., target group selection); Integrated marketing planning with product, price, market research, promotion, advertising, supply chain management, sales, etc
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Familiarize with the basic concepts, and techniques of marketing management
	CO2	Understand the behaviour of consumers
	CO3	Create awareness of marketing mix elements
	CO4	Analyse and solve marketing problems in the complex and fast changing business environment
	CO5	Develop Ability to apply the concepts and techniques to various marketing contexts
	CO6	Enable students to understand the current challenges of marketing.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		Theory Marks		Practical Marks		Total Marks
			C	SEE	CIA	SEE	CIA	
4	0	0	4	70	30	00	00	100

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P- Practical,C - Credit, SEE - Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.)

Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping with COs
1	Introduction: Concept and Scope of Marketing, Philosophies of Marketing Management, Marketing Vs. Selling, Marketing - Mix, Holistic Marketing Concept. Co-Creation and Customer Engagement concept. E-Marketing - Social Media Marketing - Current marketing challenges, Marketing Environment	12	20%	CO1 CO2
2	Segmentation, Targeting and Positioning: The STP process, Concept of Market Segmentation, Benefits of Market Segmentation, Requisites of Effective Market Segmentation, Process of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting strategies, positioning concept and strategies	15	25%	CO2 CO3
3	Consumer buying behavior: Introduction, Characteristics, Types of Buying Decision Behavior, Factors influencing Consumer Buying Behavior, Buying Decision Process, concept of a Product - Product mix decisions - Brand Decision - New Product Development - Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle	14	25%	CO4 CO5
4	Price Decisions: Pricing objectives - Pricing policies and Different pricing method - New product pricing, Product Mix pricing strategies and Price adjustment strategy, Distribution Channel Management, Factors Affecting Channels of Distribution, Distribution channels design strategy, Introduction to logistics management, Current Trends in Wholesaling and Retailing. B2B, B2C, Integrated Marketing Communication: Role of Marketing communications mix, Marketing Communications Tools- Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing	19	30%	CO5 CO6
5	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.	---	---	

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	50	50	-	-	-	-

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Marketing Management, Kotler and Keller, K.L., 14th Edition, Pearson Education, 2011
2	Fundamentals of Marketing, Stanton, Etzel & Walker, McGraw Hill, Latest
3	Marketing Management: A Strategic Decision Making Approach, Mullins, Edition, McGraw-Hill, 2010.
4	Marketing Management, Pillai, R. S. N. and Bhagavathy, Pearson, 2012.
5	Marketing Management, Philip Kotler & Kevin Lane Keller, Pearson Education, 15th / Latest

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	Journal of Marketing
2	Indian Journal of Marketing
3	Journal of Marketing Management
4	Journal of Consumer Behaviour
5	Brand Equity