

MBG5 106**Marketing Management**

Course Code	MBG5 106	Semester	I
Course Title	<i>Marketing Management</i>		
Credits	3	Type	Core

This is an employability-based skill development course that enhances marketing skills and presentation skills.

Course Description

The course provides an introduction to the fundamental concepts and theories in the area of marketing and assists students in gathering, analyzing and presenting information for marketing decision making.

Course Outcome

By the end of the course, students will obtain the following course/learning outcome:

1. Knowledge Gained:
 - (i) Basic understanding of the marketing concepts
 - (ii) Understand the procedure for the launch of a new product
2. Skill Gained:
 - (i) Attain strategizing skills
 - (ii) Gain the analytical skill to understand the impact of different marketing decisions on society and economy.
 - (iii) Grasp marketing skills.
3. Competency Gained
 - (i) Conduct Market research
 - (ii) Make decisions based on product design, pricing and promotion

Course Structure

The following is a detailed syllabus.

MODULE I :

Marketing – Importance, Scope – Evaluation of Marketing concept – Marketing environment –micro and macro environment of marketing.

MODULE II :

Consumer behavior and market segmentation—Consumer behavior, need and importance-objectives-cultural social personal and psychological factors affecting consumer behavior- Individual and institutional consumer behavior-Buying process, models of consumer behavior-Market segmentation – strategies and process – Positioning: strategies, positioning of services

MODULE III :

Marketing information system and marketing research-Marketing planning system-marketing organization system—Marketing control system— annual plan control, profitability control and strategic control.

MODULE IV :

Marketing mix decision- Product management, product line, mix and new product development, brand management and lifecycle management Pricing: Pricing methods, factors influencing pricing, pricing strategies – Channel management: Retailing, supply chain management, logistics management – Integrated marketing communication: Advertising, sales promotion, personal selling, publicity and public relations

MODULE V :

Marketing and Society - Marketing of Services– Rural marketing- International marketing – Strategic marketing- online marketing – e-commerce – green marketing -viral marketing – social marketing.

Testing & Evaluation

- Internal Test
- Assignments
- Quiz
- Seminar
- Case studies

References

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- Philip Kotler et al (2005), Marketing Management, Pearson Education.
- C B Gupta and M Rajan Nair, Marketing Management – Text and Cases , Sutan Chand and Sons, New Delhi
- V.S. Ramaswamy and S. Namakumari (2018), Marketing Management – Planning, Implementation and Control- Indian context, Macmillan.
- Stanton, Walker & Etzel (1994), Marketing, Tata McGraw Hill.
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- <https://www.slideshare.net/RishabhMaity/introduction-to-marketing-and-marketing-concepts>
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