

## Programme..Master of Commerce (MCom)

### MCM5104 MARKETINGMANAGEMENT

Course Code	MCM5104	Semester	I
Course Title	MARKETING MANAGEMENT		
Credits	4	Type	Core

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

**This is a Skill based, employability based, and entrepreneurship skill based course.**

#### Course Objective

To develop understanding of various facets of Marketing Management. The ability to take decisions and plan, develop, execute and control marketing strategies, attainment of organizational goals.

#### Learning Objectives

- To familiarize the students with the basic concepts and principles of marketing.
- To understand the impact of environment in a marketing channels context.
- To discuss in detail, the different elements of marketing mix.
- To understand about the changes in consumer behaviour and different roles played by the consumers in the marketplace.
- To discuss the concepts of product design, new product development, product life cycle for various products & services and observe the complexities involved in pricing decisions.
- To discuss and explore various retail formats and theories.
- To facilitate an understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.
- To learn about marketing process for different types of products and services
- To understand the tools used by marketing managers in decision situations

#### Course Structure

##### UNIT I

Introduction to marketing management—Introduction, concepts of marketing, Significance of Marketing, marketing mix-traditional and modern components, marketing planning, implementation and control-elements of Marketing Plan. Marketing environment—Micro environment of marketing and macro environment of marketing – Impact on decision making - Domestic marketing and international marketing- Marketing Information System, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors

##### UNIT II

Consumer behaviour- introduction- Individual consumer behaviour and institutional consumer behaviour-models of buying decision; factors influencing buying decision—cultural, social, personal and psychological factors—buying process—consumer adaptation process—changing pattern of consumer

## **Programme..Master of Commerce (MCom)**

behavior- Concept of Consumerism.

### **UNIT III**

Market segmentation, targeting and positioning – levels and patterns of segmentation; effective segmentation; market targeting; positioning methods and strategies. Marketing research - Scope and types of marketing research. Organising and controlling marketing operations.

### **UNIT IV**

Product and pricing decisions- Concept of product; product line and product mix; new product development; packaging and branding; brand extensions; Pricing decisions- factors influencing price decisions; pricing strategies; Product life cycle stages and strategic marketing decisions; Promotion and Distribution-Promotion mix; Promotion mix; advertisement budget; media planning; measuring advertisement effectiveness. Sales promotion - objectives, tools and techniques. Distribution channels- physical distribution decisions; channel intermediaries; channel management. Wholesaling and retailing- retail marketing, retail formats. Classification of products, Effect of price change, Price Adjustments, Significance of Pricing. Marketing Channels and Distribution : Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics Marketing Channels and Distribution : Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics

### **UNIT V**

Customer Relationship Management and other Contemporary issues: Introduction, Relationship Marketing Vs. Relationship Management, Definitions of Customer Relationship Management (CRM), Forms of Relationship Management, Managing Customer Loyalty and Development, Reasons Behind Losing Customers by Organisations, Significance of Customer Relationship Management, Social Actions Affecting Buyer-Seller Relationships, Rural Marketing, Services Marketing, Tele marketing, Mobile marketing, Online Marketing, social media marketing- other emerging trends. Social, ethical and legal aspects of marketing, Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing, Gender Sensation Initiatives, Sustainability Framework.

A minimum of five cases should be compulsorily discussed in class room.

### **Practicals**

- Evaluate the buying behavior of customers towards promotional products based on marketing management techniques.
- Develop a model tracing the online marketing strategies of large cosmetic companies in India.
- Examine the market segmentation approaches towards Women Personal Care products in Kerala.
- Analyze the social marketing techniques of mobile phone companies towards different age groups.

### **Skills**

- Analyze the market trends and competitors.
- Creates an awareness about the promotional information to drive business
- Ability to manage budgets for marketing campaigns
- Ability to analyze advertising returns and reporting

### **Learning/Course Outcomes**

- Determine strategies for developing new products and services that are consistent with evolving market needs.

## **Programme..Master of Commerce (MCom)**

- Discuss the PLC and its implications for marketing.
- Analyse elements of a brand and explain how the brand-building process contributes to success of products or services.
- Develop the skills among students to critically analyze the Promotion-Mix.
- Demonstrate how to organize & control marketing activities.
- Build strong conceptual knowledge in the functional area of marketing management.
- Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

### **Books for Reference**

1. Etzel, Marketing, Tata McGraw Hill Publications
2. Grewal, Lewis, Marketing, Tata McGraw Hill Publications
3. Kotler Philip and Gary Armstrong (2004), Principles of Marketing, Pearson Education, New Delhi
4. Kotler Philip (2005), Marketing Management, Pearson Education, New Delhi.
5. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson.
6. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
7. Neelamegham, S (1988), Marketing in India; Cases and Readings, Vikas New Delhi,
8. Perreault and McCarthy, Basic Marketing: A Global Managerial Approach, McGraw Hill.
9. Rajendra P. Maheswari (2012), Marketing Management, International Book House,
10. Rajgopal, International Marketing, Vikas Publishing House.
11. Ramaswamy, V.S. and Namakumari S (2003), Marketing Management, Macmillan, New Delhi.
12. Saxena, Rajan (2004), Marketing Management, Tata McGraw Hill, New Delhi
13. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
14. Stanton, W.J. (1994), Fundamentals of Marketing, McGraw Hill, New York.