

Name of the Subject: **MARKETING MANAGEMENT**
Course Code and Subject Code: **CC 205, MM**
Course Credit: **FULL (50 SESSIONS OF 60 MINUTES EACH)**

Course Description

In the era where the firms have surmount the fundamentals of STP and have now moved towards more of integrated means in all of its mix. Nowhere is the old mass advertisement, today customers have turned more demanding and companies intend to give more opportunities of customized type and micro based for their survival. Even explored new forms of communication such as experiential, Entertainment and viral based. Thus the course intends to familiarize the students with the marketing concepts and practices and develop their analytical skills, conceptual abilities and substantive knowledge in the aforesaid field. It seeks to achieve the objective by helping the participants to undergo meaningful exercises in decision making in a variety of real life situations. This course is intended to be a foundation course for those who plan to do further in marketing and also designed to serve as a terminal course for those not intending to specialize in marketing.

Evaluation pattern:

Class participation and Attendance	10%
Quizzes, Presentations and Assignments	20%
Mid Term Examination	30%
End Term (University) Examination	40%

Pedagogy:

- Lectures
- Case study
- Minor projects

Session	Course Content	Percentile weightage
1 - 5	<p>PART I - UNDERSTANDING MARKETING MANAGEMENT</p> <p>CHAPTER: Defining Marketing for the 21st Century</p> <p>Introduction, Basics of Marketing & Market, Importance, Scope, Company orientation towards market place, Fundamental Marketing Concepts. Trends, Tasks</p> <p>Case Discussion</p>	5 %

6 - 11	<p>CHAPTER: Developing Marketing Strategies and Plans</p> <p>Marketing & Customer Value, Corporate & division strategic planning, Business unit strategic planning, Product planning, Product strategy</p> <p>Case Discussion</p>	15 %
12 - 16	<p>PART II- CAPTURING MARKETING INSIGHTS</p> <p>CHAPTER: Gathering Information and Scanning the Environment</p> <p>Components of Modern Marketing, Internal Records & Marketing Intelligence, Analyzing the Macro environment, The Demographic Environment, other Major Macro environment</p>	10 %
17 - 20	<p>CHAPTER: Conducting Marketing Research</p> <p>Marketing Research System, Marketing Research Process, Measuring Marketing Productivity.</p>	15 %
21 - 25	<p>PART III - CONNECTING WITH CUSTOMERS</p> <p>CHAPTER : Creating Customer Value, Satisfaction, and Loyalty</p> <p>Building Customer Value, Satisfaction, Loyalty, Maximizing customer Lifetime Value, Cultivating Customer relationships, Insight: Progress and priority in the customer Equity Management, CRM Implications and Live insights</p>	5 %
26 - 29	<p>CHAPTER : Analyzing Consumer Markets</p> <p>What influences Consumer Behavior, Key Psychological Processes, The buying Decision Process-The five Stage Model</p>	5 %
30 - 32	<p>CHAPTER : Analyzing Business Markets</p> <p>What is Organizational Buying, Participants in the business buying process, The Purchasing/Procurement process, Stages in the buying Process, Managing B2B Customer Relationships, Institutional & Government Market</p>	5%
33 - 36	<p>CHAPTER : Identifying Market Segments and Targets</p> <p>Levels of Segmentation, Experiential Marketing. Levels of Segmenting Consumer Markets, Bases for segmenting business markets, Market targeting</p> <p>Case Discussion</p>	5 %
37 - 39	<p>PART IV - BUILDING STRONG BRANDS</p> <p>CHAPTER : Dealing with Competition</p> <p>Competitive Forces, Identifying Competitors, Analyzing competitors, Competitive strategy for Market leaders Other competitive strategies, Balancing Customer & Competitors orientations</p>	10 %
40 - 41	<p>CHAPTER: Developing and Managing Brands</p>	5 %

	Brands brief understanding , Features and importance of brand Case Discussion	
42 - 44	PART V - COMMUNICATING VALUE CHAPTER: Setting Product Strategy and Introducing New Market Offerings Product Characteristics and Classifications, Product Services differentiation, Marketing \Luxury Brands, Product & Brand relationships (product hierarchy, product systems and mixes, Product Line and length analysis), Introducing new product offerings	5 %
45	CHAPTER: Developing Pricing Strategies & Programs Understanding pricing, Setting the price, Adapting the pricing, Pricing for rural, Initiating and responding to price change	5%
46 - 47	CHAPTER: Designing & Managing Integrated Marketing Channels Marketing Channels and value networks, Role of marketing channels, channel design decisions, channel management decisions, channel integration and systems. CHAPTER : Designing and Managing Integrated Marketing Communication Role of Marketing Communication, Developing Effective communications, Developing Effective communications, Deciding on the marketing communications Mix, Managing the IMC Case Discussion	5 %
48 - 50	CHAPTER : Contemporary Issues in Marketing – Latest trend This section is purely student oriented segment wherein students will discuss their views and observations. Case Discussion	5 %

Text Book:

1. Marketing Management, Philip Kotler & Kevin Lane Keller& Abraham Koshy & Mithileshwar Jha, 14th edition, Pearson
2. Marketing, Baines, Fill, Kelly Page, Indian Edition, Oxford

Reference Books:

1. MKTG, Lamb, Hair, Sharma, McDaniel, Cengage Learning
2. Great Marketing Turnarounds, Rapp Stan Collins, Prentice Hall