



**1. Learning Outcomes:**

<b>Learning Outcome Component</b>	<b>Learning Outcome (Learner will be able to)</b>
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Classify</i> markets into segments, <i>analyze</i> a given market on the basis of segmentation, targeting and positioning.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Formulate</i> a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Deduce</i> the global nature of marketing and <i>design</i> relevant strategies to operate effectively in international settings.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Prioritize</i> the ethical and environmental concerns linked to marketing activities while <i>formulating</i> marketing strategies.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Compile</i> and communicate marketing information persuasively and accurately in oral and written formats.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Build</i> and <i>improve</i> on the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation.</li> </ul>

**LO – PO Mapping: Correlation Levels: 1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation**

<b>Sub. Code: 4529203</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
LO1: <i>Classify</i> markets into segments, <i>analyze</i> a given market on the basis of segmentation, targeting and positioning.	3	2	2	-	-	-	-	-	1
LO2: <i>Formulate</i> a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.	2	-	2	-	1	-	1	2	1
LO3: <i>Deduce</i> the global nature of marketing and <i>design</i> relevant strategies to operate effectively in international settings.	-	1	1	-	3	1	-	3	1
LO4: <i>Prioritize</i> the ethical and environmental concerns linked to marketing activities while <i>formulating</i> marketing	-	-	1	-	-	-	3	1	1



strategies.									
LO5: <i>Compile</i> reasoned and factually supported marketing reports effectively in written work and oral presentation.	2	1	1	3	-	-	-	-	1
LO6: <i>Build and improve</i> on the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation.	1	-	1	1	-	3	-	-	-

**2. Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

**3. Course Contents:**

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
<b>I</b>	<p><b>Basics of Marketing Management</b></p> <ul style="list-style-type: none"> <li>• Definition, Scope, Core Concepts, Tasks</li> <li>• Basic 4 P's of Marketing Mix &amp; Updated P's of Marketing Mix</li> <li>• Company's Orientation towards Marketplace</li> <li>• Marketing as a value delivery process &amp; Value Chain</li> <li>• Content of a Marketing Plan (very briefly)</li> </ul> <p><b>Capturing Marketing Insights</b></p> <ul style="list-style-type: none"> <li>• Analyzing the macro-environment</li> </ul> <p><b>Creating Customer Value:</b></p> <ul style="list-style-type: none"> <li>• Customer Perceived value</li> <li>• Cultivating Customer Relationship</li> </ul> <p><b>Understanding Consumers' Markets</b></p> <ul style="list-style-type: none"> <li>• Factors affecting consumer buying Behaviour</li> <li>• Key Psychological Processes</li> <li>• Consumer Buying Decision Process</li> </ul> <p><b>Understanding Business Markets</b></p> <ul style="list-style-type: none"> <li>• Business v/s consumer markets</li> <li>• Buying Situations, Participants</li> <li>• Process</li> </ul>	10	17
<b>II</b>	<p><b>Segmentation, Targeting and Positioning (STP)</b></p> <p><u>Segmentation:</u></p> <ul style="list-style-type: none"> <li>• Bases of Segmenting Consumer Markets and Business Markets</li> </ul> <p><u>Targeting:</u></p> <ul style="list-style-type: none"> <li>• Meaning, effective segmentation criteria, evaluating and selecting the market segments</li> </ul>	10	18



	<p><u>Positioning:</u></p> <ul style="list-style-type: none"> <li>• Developing and establishing Brand Positioning</li> <li>• Differentiation strategies</li> </ul> <p><b>Dealing with Competition</b></p> <ul style="list-style-type: none"> <li>• Competitive Strategies – Leaders, Challengers, Followers, Nichers</li> <li>• Product Life Cycle (PLC) Strategies</li> </ul> <p><b>Developing Product Strategy</b></p> <ul style="list-style-type: none"> <li>• Product characteristics and Classification</li> <li>• Product hierarchy</li> <li>• Product system and mix</li> <li>• Product Line and Length decisions</li> <li>• Packaging, Labeling and Warranties</li> </ul>		
<b>III</b>	<p><b>New Product Development:</b></p> <ul style="list-style-type: none"> <li>• Process &amp; Challenges</li> </ul> <p><b>Brand Management:</b></p> <ul style="list-style-type: none"> <li>• Brand Equity</li> <li>• Brand Equity Models – CBBE</li> <li>• Devising Branding Strategies <ul style="list-style-type: none"> <li>○ Branding decisions</li> <li>○ Co-branding and ingredient branding</li> <li>○ Brand extensions</li> </ul> </li> </ul> <p><b>Developing Services</b></p> <ul style="list-style-type: none"> <li>• Definition, categories</li> <li>• Distinctive Characteristics</li> <li>• Service Differentiation</li> </ul> <p><b>Pricing Decisions</b></p> <ul style="list-style-type: none"> <li>• Consumer Psychology and Pricing</li> <li>• Setting up the price</li> <li>• Price Adaptation and Strategies</li> </ul>	10	18
<b>IV</b>	<p><b>Managing Distribution Channels</b></p> <ul style="list-style-type: none"> <li>• Marketing Channels <ul style="list-style-type: none"> <li>○ Role, Importance</li> <li>○ Design &amp; Management Decisions</li> <li>○ Channel Integration and Systems</li> </ul> </li> </ul> <p>Retailing, Wholesaling and Logistics Management</p> <p><b>Managing Marketing Communications</b></p> <ul style="list-style-type: none"> <li>• Role of Marketing Communication</li> <li>• Developing Effective Communication</li> <li>• Managing IMC</li> </ul> <p><b>Managing Mass Communications</b></p> <p><u>Advertising:</u></p> <ul style="list-style-type: none"> <li>• 5 M's</li> </ul> <p><u>Sales Promotions:</u></p> <ul style="list-style-type: none"> <li>• Major sales promotion tools</li> </ul> <p><u>Events, Experiences:</u></p> <ul style="list-style-type: none"> <li>• Objectives and sponsorship decisions</li> </ul>	10	17



	<p><u>PR:</u></p> <ul style="list-style-type: none"> <li>• Functions and PR decisions</li> <li>• Tools in marketing PR</li> </ul> <p><b>Managing Personal Communications:</b></p> <p><u>Direct Marketing:</u></p> <ul style="list-style-type: none"> <li>• Benefits, different direct marketing channels</li> </ul> <p><u>Interactive Marketing:</u></p> <ul style="list-style-type: none"> <li>• Advantages and disadvantages</li> <li>• Interactive marketing communication options</li> </ul> <p><u>Word-of-mouth:</u></p> <ul style="list-style-type: none"> <li>• Platforms – Social Media, Viral marketing, opinion leaders</li> </ul> <p><u>Personal Selling:</u></p> <ul style="list-style-type: none"> <li>• Major steps in effective selling</li> </ul>		
V	<p><b>Practical</b></p> <ul style="list-style-type: none"> <li>• Studying the Market Segmentation bases used by various companies to segment the markets for their products.</li> <li>• Studying distribution strategies of various companies</li> <li>• Analyze a few new products / services launched recently and their marketing mix</li> <li>• Studying the product life cycle of various products/brands with strategies adopted at various level</li> <li>• Compare and analyze marketing communications of a few brands in the same product / service category</li> </ul>	---	(30 Marks CEC )

**4. Pedagogy:**

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

**5. Evaluation:**

Students shall be evaluated on the following components:

	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
<b>A</b>	<ul style="list-style-type: none"> <li>• Continuous Evaluation Component</li> </ul>	30 marks
	<ul style="list-style-type: none"> <li>• Class Presence &amp; Participation</li> </ul>	10 marks
	<ul style="list-style-type: none"> <li>• Quiz</li> </ul>	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

**6. Reference Books:**

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Philip Kotler & Kevin Lane Keller	Marketing Management	Pearson Education	15 <sup>th</sup> / Latest



2	Lamb, Hair, Sharma & McDaniel	Principles of Marketing – A South Asian Perspective	Cengage Learning	Latest
4	Stanton, Etzel & Walker	Fundamentals of Marketing	McGraw Hill	Latest
5	Kotler, Keller, Koshy and Jha	Marketing Management – A South Asian Perspective	Pearson Education	Latest
6	Arunkumar and Meenakshi	Marketing Management	Vikas Publishing	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

**7. List of Journals/Periodicals/Magazines/Newspapers, etc.**

1. Journal of Marketing
2. Indian Journal of Marketing
3. Journal of Marketing Management
4. Journal of Retailing
5. Journal of Consumer Behaviour
6. Brand Equity