

GUJARAT TECHNOLOGICAL UNIVERSITY

M.E. Mechanical (Industrial Engineering)

Semester: II

Subject: Marketing Management(Major Elective II)

Code: 1724604

Sr. No.	Topic	Hours
1	Introduction to Marketing: Marketing defined, Marketing Concepts, Marketing functions, Marketing Environment, Marketing mix; Strategic marketing planning – an overview.	02
2	Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; consumer versus organizational buyers; Consumer decision making process.	04
3	Marketing Planning: Planning Process, Strategic Business Units, Market Segmentation and Market Targeting; Segmentation Procedure, Market Targeting, Product Positioning.	03
4	Marketing Mix: Marketing mix variables and their importance, Pricing Strategies: Meaning of pricing, Importance, Objectives, Factors influencing price determination, Demand market based pricing, Tender pricing, Product line pricing, Selecting the final price.	04
5	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.	05
6	Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copydesigning and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.	06
7	Marketing Research: Marketing Research Process, Research objectives, Research Plan development, Collecting information, Analysis.	03
8	Product Development: Idea generation, Concept development and Testing, Market Testing, Commercialization. Marketing Communication: Marketing mix variables communicate, Steps in developing effective communication.	03

9	Advertising Management: Purpose, Factors in advertising, Advertising Portfolio Selection,Deciding message or copy.Sales Promotion: Sales Promotion Tools, Consumer promotion tools, Business promotion tolls.	04
10	Issues and Developments in Marketing: Social, ethical and legal aspects of marketing;Marketing of services; International marketing; Green marketing; Cyber marketing;Relationship marketing and other developments of marketing.	05
	Total	39

Term Work:

The term work shall be based on the topics mentioned above.

Practical / Viva:

The candidate shall be examined on the basis of term-work.

Text Books:

1. Marketing Management - Analysis, Planning, Implementation and Control, Kotler, P.,Prentice-Hall of India, New Delhi, 2001.
2. Marketing Management - Planning, Implementation and Control, Ramaswamy, V.S. and Namkumari, S., Macmillan India Limited, 1990.
3. Marketing Research - Text, Applications and Case Studies, Majumdar, R.. New Age International (P) Limited Publishers, New Delhi, 1996.

References:

1. Fundamentals of Marketing, Stanton, W.J., Etzel, M.J. and Walker, B.J., McGraw-HillInternational Edition, 1991.
2. Sales Management and Sales Promotion, Mathew, M.J.First Edition, RBSA Publishers,1994.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.