



GUJARAT TECHNOLOGICAL UNIVERSITY
Programme: Master of Business Administration
Semester: 2
Branch: International Business
Subject Name: Marketing for Managers
Subject Code: 2529305

Rationale: The course aims to provide an overview of various functions of Marketing. It equips the students with a conceptual understanding of Marketing and its practical application. This will help to gain practical knowledge of various Marketing fundamentals of the organization and develop an understanding of the concepts of marketing Management in their role as managers.

Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To understand the concept of Marketing fundamentals
CO2	Develop an understanding of marketing mixes and selling propositions for product/service offerings and pricing objectives
CO3	Understand and Apply integrated marketing communication and distribution strategies for various industries
CO4	Analyze and Evaluate marketing strategies based on segmentation, target marketing and positioning

Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	<p>An overview of Marketing</p> <ul style="list-style-type: none"> • What is Marketing • Differences between sales and Market orientations • Customer Value delivery <p>Strategic Planning for Competitive Advantage</p> <ul style="list-style-type: none"> • The nature of Strategic planning • Competitive advantage • Company and marketing Strategy: partnering to build customer relationships • Marketing mix <p>Understanding the marketplace and Consumers</p> <ul style="list-style-type: none"> • Analyzing the marketing Environment • Managing marketing information to gain customer insights • Consumer markets and consumer buyer behavior <ul style="list-style-type: none"> • Business markets and business buyer behavior 	12	21
2	<p>Segmenting and Targeting Markets</p> <ul style="list-style-type: none"> • Market segmentation • Strategic for selecting Target markets 	10	17



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	<ul style="list-style-type: none"> • One-to-one marketing • Positioning Setting product strategy <ul style="list-style-type: none"> • Product concept • Product items, lines and mixes • Branding • Packaging Developing and Managing Products <ul style="list-style-type: none"> • The new –product development process • Product life cycle 		
3	Developing pricing strategies and programs <ul style="list-style-type: none"> • Pricing : understanding and capturing customer value • Pricing strategies and additional considerations Integrated Marketing Channels <ul style="list-style-type: none"> • The promotion mix • Integrated Marketing communications • A view of the communication process • Steps in developing effective Marketing communication Managing Retailing <ul style="list-style-type: none"> • Classification of retail operations • Types of Retail operations & Nonretail Retailing • Franchising • Retail Marketing Strategy Wholesaling	10	18
4	New Frontiers of Marketing <ul style="list-style-type: none"> • Services and non-profit Organization Marketing • Sustainable marketing • Green Marketing • Social Marketing • Relationship Marketing • Rural Marketing 	8	14
5	Application: <ul style="list-style-type: none"> • Marketing Plan • Studying the Market Segmentation bases used by various companies to segment the markets for their products. • Studying distribution strategies of various companies • Analyze a few new products / services launched recently and their marketing mix • Studying the product life cycle of various products/brands with strategies adopted at various level • Compare and analyze marketing communications of a few brands in the same product / service category 		
	Total Hours/Marks:		70

Suggested Specification Table For Question Paper Design:

	Unit Title		Distribution of Theory Marks
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Un it No.		Teaching Hours	(Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	An overview of Marketing Strategic Planning for Competitive Advantage Understanding the marketplace and Consumers	12	7	7	7				21
II	Segmenting and Targeting Markets Setting product strategy Developing and Managing Products	10		7	5	5			17
III	Developing pricing strategies and programs Integrated Marketing Channels Managing Retailing & Wholesaling	10	4	7	7				18
IV	New Frontiers of Marketing	8		7	7				14
	Total	40							70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for PA: (50 Marks)

- Preparing PowerPoint presentation
- Preparing class-room presentations
- Preparing a report on individual topics assigned
- Discussion on case-studies
- Group activities to understand the importance of MM

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson Education, Latest Edition
2	Principles of Marketing – A South Asian Perspective	Lamb, Hair, Sharma &McDanie	Cengage Learning
3	Principles of Marketing	Philip Kotler & Gary Armstrong	Pearson Education ,Fifteenth edition
4	Fundamentals of Marketing	Stanton, Etzel & Walker	McGraw Hill, Latest Edition
5	Marketing Management	Ramaswamy & Namakumari	SageTexts, 6e