



1. Learning Outcomes:

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

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

Sub. Code: 4529203	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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)
I	<p>Basics of Marketing Management</p> <ul style="list-style-type: none"> • Definition, Scope, Core Concepts, Tasks • Basic 4 P's of Marketing Mix & Updated P's of Marketing Mix • Company's Orientation towards Marketplace • Marketing as a value delivery process & Value Chain • Content of a Marketing Plan (very briefly) <p>Capturing Marketing Insights</p> <ul style="list-style-type: none"> • Analyzing the macro-environment <p>Creating Customer Value:</p> <ul style="list-style-type: none"> • Customer Perceived value • Cultivating Customer Relationship <p>Understanding Consumers' Markets</p> <ul style="list-style-type: none"> • Factors affecting consumer buying Behaviour • Key Psychological Processes • Consumer Buying Decision Process <p>Understanding Business Markets</p> <ul style="list-style-type: none"> • Business v/s consumer markets • Buying Situations, Participants • Process 	10	17
II	<p>Segmentation, Targeting and Positioning (STP)</p> <p><u>Segmentation:</u></p> <ul style="list-style-type: none"> • Bases of Segmenting Consumer Markets and Business Markets <p><u>Targeting:</u></p> <ul style="list-style-type: none"> • Meaning, effective segmentation criteria, evaluating and selecting the market segments 	10	18



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



GUJARAT TECHNOLOGICAL UNIVERSITY

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Subject Name: Marketing Management (MM)

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With effective
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Updated from
2020-21

	<p><u>PR:</u></p> <ul style="list-style-type: none"> • Functions and PR decisions • Tools in marketing PR <p>Managing Personal Communications:</p> <p><u>Direct Marketing:</u></p> <ul style="list-style-type: none"> • Benefits, different direct marketing channels <p><u>Interactive Marketing:</u></p> <ul style="list-style-type: none"> • Advantages and disadvantages • Interactive marketing communication options <p><u>Word-of-mouth:</u></p> <ul style="list-style-type: none"> • Platforms – Social Media, Viral marketing, opinion leaders <p><u>Personal Selling:</u></p> <ul style="list-style-type: none"> • Major steps in effective selling 		
V	<p>Practical</p> <ul style="list-style-type: none"> • 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 	---	(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:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

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 th / Latest



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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