



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 2nd Semester

Subject Name: Marketing Management (MM)

Subject Code: 4529903

With effective
from academic
year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Understanding of the role and functions of marketing in an organization.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Ability to apply the concepts and techniques to various marketing contexts. Ability to analyse marketing problems and provide solutions based on a critical examination of marketing information.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> Evaluate and act upon the ethical and environmental concerns linked to marketing activities.
Effective Communication (EC)	<ul style="list-style-type: none"> Advance reasoned and factually supported arguments effectively in written work and oral presentation.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Demonstrate the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation.

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 	10	17



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 2nd Semester

Subject Name: Marketing Management (MM)

Subject Code: 4529903

With effective
from academic
year 2018-19

	<ul style="list-style-type: none"> • Consumer Buying Decision Process <p>Understanding Business Markets</p> <ul style="list-style-type: none"> • Business v/s consumer markets • Buying Situations, Participants • Process 		
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 <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 	10	18
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 	10	17



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 2nd Semester

Subject Name: Marketing Management (MM)

Subject Code: 4529903

With effective
from academic
year 2018-19

	<ul style="list-style-type: none"> ○ Channel Integration and Systems Retailing, Wholesaling and Logistics Management Managing Marketing Communications • Role of Marketing Communication • Developing Effective Communication • Managing IMC Managing Mass Communications <u>Advertising:</u> • 5 M's <u>Sales Promotions:</u> • Major sales promotion tools <u>Events, Experiences:</u> • Objectives and sponsorship decisions <u>PR:</u> • Functions and PR decisions • Tools in marketing PR Managing Personal Communications: <u>Direct Marketing:</u> • Benefits, different direct marketing channels <u>Interactive Marketing:</u> • Advantages and disadvantages • Interactive marketing communication options <u>Word-of-mouth:</u> • Platforms – Social Media, Viral marketing, opinion leaders <u>Personal Selling:</u> • 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



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 2nd Semester

Subject Name: Marketing Management (MM)

Subject Code: 4529903

With effective
from academic
year 2018-19

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
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