



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (PT), 2nd Semester
Subject Name: Marketing Management
Subject Code: 5529903

With effective
 from academic
 year 2022-23

1. Learning Outcomes:

Learning Outcome Component Learning	Learning Outcomes – Learners will be able to
Business Environment and Domain Knowledge (BEDK)	Classify markets into segments, analyze a given market on the basis of segmentation, targeting and positioning.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.
Global Exposure and Cross-Cultural Understanding (GECCU)	Deduce the global nature of marketing and design relevant strategies to operate effectively in international settings.
Social Responsiveness and Ethics (SRE)	Prioritize the ethical and environmental concerns linked to marketing activities while formulating marketing strategies.
Effective Communication (EC)	Compile and communicate marketing information persuasively and accurately in oral and written formats.
Leadership and Teamwork (LT)	Build and improve on the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation

Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 5529903	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Classify markets into segments, analyze a given market on the basis of segmentation, targeting and positioning.	3	2	2	-	-	-	-	-	1
LO2: Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.	2	-	2	1	-	1	2	-	2
LO3: Deduce the global nature of marketing and design relevant strategies to operate effectively in international settings.	-	1	1	-	3	1	-	-	2



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LO4: Prioritize the ethical and environmental concerns linked to marketing activities while formulating marketing strategies	-	-	1	-	-	-	1	2	1
LO5: Compile reasoned and factually supported marketing reports effectively in written work and oral presentation.	-	1	1	-	3	-	-	3	1
LO6: Build and improve on the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation	-	-	1	-	-	-	3	1	1

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

2. Course Contents:

Module No.	Module Content	No. of Sessions	Marks (out of 70)
I	Basics of Marketing Management 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 Contents of a Marketing Plan (Brief) Understanding Consumers' Markets Consumer Buying Decision Process <u>The Business Market : Perspectives of the Organizational Buyer</u> <u>Commercial Enterprises : Unique Characteristics</u> <u>E - Procurement</u> Organizational Buying Behaviour <u>Forces Shaping Organizational Buying Behaviour</u> <u>Business Marketing Planning : Strategic Perspectives</u> <u>Components of a Business Model</u> <u>Building the Strategy Plan</u>	10	18



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II	<p>Segmentation, Targeting and Positioning (STP)</p> <p>Segmentation: Bases of Segmenting Consumer Markets and Business Markets</p> <p>Targeting: Meaning, effective segmentation criteria, evaluating and selecting the market segments</p> <p>Positioning: Developing and establishing Brand Positioning Differentiation strategies</p> <p>Dealing with Competition Competitive Strategies – Leaders, Challengers, Followers, Nichers Product Life Cycle (PLC) Strategies Developing Product Strategy Product characteristics and Classification Product hierarchy, Product system and mix Product Line and Length decisions Packaging, Labeling and Warranties</p>	10	17
III	<p>New Product Development: Process & Challenges Brand Management: Brand Equity Brand Equity Models – CBBE Devising Branding Strategies o Branding decisions o Co-branding and ingredient branding o Brand extensions</p> <p><u>Developing and Managing Services for Business Markets</u> <u>Understanding the Full Customer Experience</u> <u>Business Services Marketing : Special Challenges</u> <u>Service Quality</u> <u>Marketing Mix for Business Service Firms</u> Pricing Decisions Consumer Psychology and Pricing Setting up the price Price Adaptation and Strategies</p>	10	17



IV	<p>Managing Distribution Channels Marketing Channels o Role, Importance o Design & Management Decisions o Channel Integration and Systems</p> <p><u>E – Commerce Strategies for Business Markets</u> <u>Key Elements of E Commerce</u> <u>Strategic Role of E Commerce</u> <u>Crafting an E-Commerce Strategy</u></p> <p>Managing Personal Communications: Direct Marketing: Benefits, different direct marketing channels Interactive Marketing: Advantages and disadvantages Interactive marketing communication options Word-of-mouth: Platforms – Social Media, Viral marketing, opinion leaders Personal Selling: Major steps in effective selling</p> <p><u>Contemporary Trends in Marketing : Green Marketing</u></p>	10	18
	<p>Practical:. Prepare a Marketing Plan of your Product/Service by : Studying the Market Segmentation bases</p> <ul style="list-style-type: none"> • Studying Positioning • 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 and how will you use this for your Plan • Compare and analyze marketing communications of a few brands in the same product / service category and create your own Marketing Communication Plan 		

4. Pedagogy:

: Following pedagogical tools will be used for teaching the course:

- a.) Case discussions based on Cases, Movies, Documentaries
- b.) Discussion on issues and experience sharing
- c.) Projects/Assignments/Quiz/Class Participation

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	<ul style="list-style-type: none"> • Continuous Evaluation Component 	30 Marks



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	<ul style="list-style-type: none">• Class Presence & Participation	10 marks
	<ul style="list-style-type: none">• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Philip Kotler & Kevin Lane Keller	Marketing Management	Pearson Education	15th / Latest
2	<u>Michael D Hutt, Thomas W Speh</u>	<u>Business Marketing Management</u>	<u>Wadsworth /Cengage/Publishing</u>	Latest
3	Stanton, Etzel & Walker	Fundamentals of Marketing	McGraw Hill	Latest
4	Kotler, Keller, Koshy and Jha	Marketing Management – A South Asian Perspective	Pearson Education	Latest
5	Arunkumar and Meenakshi	Marketing Management	Vikas Publishing	Latest
6	Lamb, Hair, Sharma & McDaniel	Principles of Marketing – A South Asian Perspective	Cengage Learning	Latest

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, web resources, 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

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