

**MBA - I**  
**Semester II**  
**Marketing Management (MM)**

**1. Course Objective:**

The objective of this course is to familiarize the students with the marketing concepts and practices and develop their analytical skills, conceptual abilities and substantive knowledge in the aforesaid field. It seeks to achieve the objective by helping the participants to undergo meaningful exercises in decision making in a variety of real life situations. This course is intended to be a foundation course for those who plan to do further work in marketing in the second year. It is also designed to serve as a terminal course for those not intending to specialize in marketing.

**2. Course Duration:**

The course will have 40 sessions of 75 minutes duration.

**3. Course Contents:**

Assignment of sessions to the modules of course is as follows:

Module No.	Modules/Sub-Modules	Sessions	Marks (20% of 70 each)
<b>I</b>	<p><b>Understanding Marketing Management and Marketing Environment</b></p> <p>Nature and scope of Marketing Management; Company orientations toward the market place; Value chain and value delivery process; Corporate strategic planning, Evaluating business portfolios, Growth Strategies; Marketing goals and Plans; Gathering information from internal and external sources; Scanning the environment. Feedback and review / case analysis.</p>	8	14
<b>II</b>	<p><b>Developing Insights about Marketing Problems and Consumer Behaviour</b></p> <p>Identifying and solving marketing problems, Qualitative and quantitative research, Marketing research system &amp; process. Demand measurement and forecasting. Creating customer value and satisfaction; Factors influencing consumer behaviour and buying process. Organizational buying. Feed back and review/ Case analysis.</p>	8	14
<b>III</b>	<p><b>Identifying Market Segments, Dealing with Competition and Creating Brand Equity</b></p> <p>Differentiated and Undifferentiated Marketing; Segmentation, targeting and positioning. Dealing with competition, Creating brand equity, Branding decisions. Crafting the brand positioning, Strategies at different stages of product life cycle. Feedback and review/ Case analysis.</p>	8	14

<b>IV</b>	<b>Product Strategies, Service quality and Pricing</b> Product classification, Product differentiation, Product –brand relationship; New product development and Managing the development process. Offering a service product and managing the service quality. Developing Pricing Strategies and Programs. Feedback and review/ Case analysis.	8	14
<b>V</b>	<b>Distribution and Integrated Marketing Communication</b> Designing and managing distribution channels; Multi channel marketing, Direct marketing and E-commerce. Managing Retailing, Wholesaling and Logistics. Designing and Managing Integrated Marketing Communications; Mass Communication: Advertising, Sales promotions, Event and experience marketing, and Public Relations. Managing Personal Communications: Direct and Interactive Marketing, word of Mouth, and Personal Selling. Feedback and review / Case analysis	8	14

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion covering a cross section of decision situations.
- (b) Discussions on issues and techniques
- (c) Projects/ Assignments/ Quizzes/ Class participation etc

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 10% (Internal Assessment)
B	Mid-Semester examination	Weightage 20 % (Internal Assessment)
C	End –Semester Examination	Weightage 70% (External Assessment)

#### 6. Text Book:

Sr. No.	Author/s	Name of the Book	Publisher	Edition and Year of Publication
T1	A South Asian Perspective” by Kotler, Keller, Koshy and Jha –	The base book for the course is “Marketing Management	Pearson Education	Latest edition
T2	Stanton, Etzel, Walker	<u>Fundamental of marketing.</u>	McGraw Hill Inc. N. York	Latest Edition
T3	Ramaswami & Namakumari	<u>Marketing Management: Indian context</u>	Macmillan (India) Limited, New Delhi.	First Indian Print 2004 ( or later)

**7. Reference Books:** (Latest available editions should only be considered)

<b>Sr. No.</b>	<b>Author/s</b>	<b>Name of the Book</b>	<b>Publisher</b>	<b>Edition and Year of Publication</b>
R1	Tapan Panda	Marketing Management	Excel Books	Latest Edition
R2	Arun Kumar, N. Meenakshi	<u>Marketing Management,</u>	Vikas Publishing House N. Delhi	Latest Edition
R3	Rajan Saxena	<u>Marketing Strategies,</u>	Tata-McGraw Hill Publishing Company, New Delhi.	Latest Edition
R4	Panwar J. S.,	<u>Marketing in the new Era</u>	SAGE	Latest Edition
R5	Khurana & Ravichandran	<u>Strategic Marketing Management,</u>	Global Business Press, N Delhi.	Latest Edition
R6	Mazumdar Ramanuj,	<u>Marketing Strategies,</u>	Allied Publishers Ltd. New Delhi.	Latest Edition
R7	Kaznil	Marketing Management	Excel Books	Latest Edition
R8	Dhruv Grewal & Michael Levy	Marketing	Tata Mcgraw Hill	Latest Edition
R9	V. S. Ramaswamy & S. Namakumari,	Marketing Management	Macmillan	Latest Edition
R10	H. H. Kaznil	Marketing Management – text and case	Excel Books	Latest Edition
R11	Tapan K. Panda	Marketing Management – Indian Context – Text and Cases	Excel Books	Latest Edition
R12	Joel R. Evans, Barry Berman	Marketing Management	Ceangage Learning	Latest Edition
R13	Atul Nayak	Fundamentals of Marketing	Excel Books	Latest Edition
R14	K. Karunakaran	Marketing Management – text and cases in Indian context	Himalaya	Latest Edition
R15	Arunkumar, N. Meenakshi	Marketing Management	Vikas	Latest Edition

**8. List of Journals/Periodicals/ Magazines/ Newspapers:** Journal of Marketing (USA), Indian Journal of Marketing, Marketing Master Mind, etc.,

## 9. Session Plan:

### Marketing Management (MM)

Session	Topic
1	Nature, scope and basics of Marketing
2	Company orientation toward the market place (The old and the new concepts, integrated marketing)
3	Customer value chain and core competencies of a firm
4	Corporate strategic planning and growth strategies
5	Strategic business units, mission, goals and programmes
6	Gathering business information from various sources
7	Marketing environment – micro and macro environment
8	Feedback and review of module-1 / Case analysis (Suggested case: Nalanda State Small Industries Corporation Ltd, Source: Strategic Management, Krishna Kumar, and Allied Publishing House.)
9	The nature, scope and process of marketing research
10	Developing a research plan
11	Demand measurement and forecasting
12	Creating customer value, customer satisfaction & loyalty
13	Factors influencing consumer behaviour
14	The buying decision process
15	Organizational buying process
16	Feedback and review of module -2 / Case analysis. Suggested cases: (1)Vero Bicycles Pvt. Ltd. (Source: Cases in Marketing 5 <sup>th</sup> ed., G. Thomas, Macmillan Pvt. Ltd) (2) Suryodaya Private Ltd, Source: IIM, A'bad.
17	Differentiated and undifferentiated marketing, segmentation, targeting and positioning
18	Bases for segmenting consumer and business markets
19	Marketing strategies for market leaders, challengers & nichers
20	Branding decisions and brand equity
21	Devising a branding strategy, brand extension decisions
22	Developing a positioning strategy
23	Product lifecycle and strategies for different PLC stages
24	Feedback and review of module -3/ Case analysis Suggested case: Priya Drinks Limited (Source IIM, Ahmedabad)
25	Product mix, product line, product -brand relationship
26	New products: Need, scope and importance
27	New product development process
28	Service marketing -Marketing strategies for service firms
29	Managing service quality
30	Pricing objectives, pricing approaches
31	Pricing strategies – initiating and responding to price changes
32	Feedback and review of module -4 / Case analysis Suggested cases: (1) Household Products India Ltd. (2) National Publishing company (IIM, Ahmedabad)
33	Designing and developing distribution channels
34	Channel integration, direct marketing and e-commerce
35	Managing retailing, wholesaling and logistics

- 36 Communication mix and integrated marketing communication
- 37 Mass communication: Advertising, sales promotion & P.R.
- 38 Media planning, options, media scheduling & ad effectiveness
- 39 Managing personal communication & Interactive marketing
- 40 Feedback and review of module – 5 / Case analysis  
Suggested cases: (1) Consumer Products Ltd. (2) Zarna's Sales Promotion Practices (IIM, Ahmedabad)

The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from the Text(s) and references in items 6 and 7 mentioned above.