



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB02092031

Course / Subject Name : Marketing Management

w. e. f. Academic Year:	2024-25
Semester:	2
Category of the Course:	Core Course (CC)

Prerequisite: Any Graduate

Rationale:	Studying Marketing Management will provide the know-how to create winning marketing campaigns, carry out market research, comprehend customer behavior, and maintain brand equity. This information is crucial for creating effective marketing campaigns, maximizing the positioning of products, and building client loyalty.
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Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the fundamentals of Marketing and its types for the business decision making	Remember, Understand
02	Classify the market segments and Analyze the market on STP at National and International fledge for decision making in business organization	Analyze , Evaluate
03	Analyze & Formulate the Product, Brand, Pricing & Distribution strategy on various situational and ethical parameters for business organization	Analyze, Application, Create
04	Learn & Evaluate the importance of selecting various modes of Mass as well personal Communication for functioning of business at different fledge	Evaluate
05	Formulate the Marketing Mix as per the nature and profile of business operating at Domestic or Global level.	Create

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



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Course Content:

Module No:	Module Content	No. of Hours	% of Weightage
I	Basics of Marketing Management • Definition, Scope, Core Concepts, Tasks • Basic 4P'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) Capturing Marketing Insights • Analyzing the macro-environment Creating Customer Value: • Customer Perceived value • Cultivating Customer Relationship Understanding Consumers' Markets • Consumer Buying Decision Process Understanding Business Markets • Business v/s consumer markets • Buying Situations, Participants • Process	11	25
II	Segmentation, Targeting and Positioning (STP) <u>Segmentation:</u> • Bases of Segmenting Consumer Markets and Business Markets <u>Targeting:</u> • Meaning, effective segmentation criteria, evaluating and selecting the market segments <u>Positioning:</u> • Developing and establishing Brand Positioning • Differentiation strategies Dealing with Competition • Competitive Strategies – Leaders, Challengers, Followers, Nichers • Product Life Cycle(PLC) Strategies Developing Product Strategy • Product characteristics and Classification • Product hierarchy	10	25



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	- Product system and mix - Product Line and Length decisions - Packaging, Labeling and Warranties		
III	New Product Development: - Process & Challenges Brand Management: - Brand Equity - Brand Equity Models–CBBE - Devising Branding Strategies - Branding decisions - Co-branding and ingredient branding - Brand extensions Developing Services - Definition, categories - Distinctive Characteristics - Service Differentiation Pricing Decisions - Consumer Psychology and Pricing - Setting up the price Price Adaptation and Strategies	12	25
IV	Managing Distribution Channels - Marketing Channels - Role, Importance - Design & Management Decisions - 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	12	25



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	<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	Practical • 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	15	NIL
	TOTAL	60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10%	15%	15%	25%	25%	10%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)



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References/Suggested Learning Resources:

(a) 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.

(b) List of Journals /Periodicals /Magazines/Newspapers/Webresources,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

CO- PO Mapping:

Semester 2	Marketing Management				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	-	-	1	2
CO2	2	3	2	3	2
CO3	2	2	3	2	3
CO4	2	3	-	2	2
CO5	3	2	2	3	1

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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