



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB02093051

Course / Subject Name : Marketing Management

W. e. f. Academic Year	2025-26
Semester	2
Category of Subject	Core Course (CC)

Prerequisite:	NA
Rationale:	The course aims to provide an overview of various functions of Marketing. It equips the students with a conceptual understanding of Marketing and its practical application. This will help to gain practical knowledge of various Marketing fundamentals of the organization and develop an understanding of the concepts of marketing Management in their role as managers.

No.	Course Outcomes	RBT Level
01	Understand and explain fundamental marketing concepts, orientations, strategic planning, and competitive advantage.	Remember, Understand
02	Analyze marketplace environment, consumer and business buyer behavior, and apply segmentation, targeting, and positioning strategies	Understand, Analysis
03	Apply product, pricing, distribution, retailing, wholesaling, and integrated marketing communication strategies in managerial decision-making.	Understand, Analysis and Evaluate
04	Evaluate digital marketing tools, marketing technology (MarTech), and CRM systems for building long-term customer relationships.	Understand, Analysis and Evaluate

Teaching and Examination Scheme:

(in Total Hours (TH) per semester)					Total Credits =TH/30	Assessment Pattern & marks					Total Marks
L	T	PR	PBL*	TH		C	Theory		Tutorial / Practical		
					ESE (E)		PA (M)	PA (I)	PBL (I)	ESE (V)	
45	0	30	45	120	4	70	30	20	30	0	150

* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.



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Course Content:

Unit No.	Content	No. of Hours	Marks
1	An overview of Marketing Meaning and Definition of Marketing, Differences between sales and Market orientations. Strategic Planning for Competitive Advantage The nature of Strategic planning, Competitive advantage, Company and marketing Strategy: partnering to build customer relationships.	10	14
2	Understanding the Marketplace and Consumers Analysing the marketing Environment, Managing marketing information to gain customer insights, consumer buyer behaviour & Business buyer behaviour. Segmenting and Targeting Markets Market segmentation, Strategic for selecting Target markets, Positioning Setting product strategy Product concept, Product items, lines and mixes, Branding, Packaging Developing and Managing Products, The new –product development process, Product life cycle	14	21
3	Developing Pricing Strategies and Programs Pricing : understanding and capturing customer value, Pricing strategies and additional considerations Integrated Marketing Channels Retailing Classification of retail operations, Types of Retail operations & Nonretail Retailing, Retail Marketing Strategy, Wholesaling IMC and Marketing in Service Organizations Integrated Marketing Communications and Marketing in Services and Non-Profit Organizations	8	14
4	Introduction to Digital Marketing its Tools & Platforms Meaning, scope, importance, and traditional vs digital marketing, SEO, social media marketing, content marketing & email marketing Marketing Technology (MarTech)	13	21



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	Concept of MarTech, MarTech stack, marketing automation, analytics, and AI in marketing. Customer Relationship Management (CRM) Meaning, objectives, types of CRM, CRM software, and customer lifetime value.		
5	Practical: The students will be given the practical task as per the generic activities of Problem Based Learning (PBL) for the experiential learning of this subject. The list of activities are included in PBL at the end of document.	30+45	PA(I) + PBL* (I) assessment (50)
Total		120	150

Suggested Specification Table For Question Paper Design:

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
14	14	14	14	14	0

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create (as per revised Blooms Taxonomy)

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson Education, Latest Edition
2	Principles of Marketing – A South Asian Perspective	Lamb, Hair, Sharma &McDanie	Cengage Learning
3	Fundamentals of Marketing Stanton	Etzel & Walker McGraw Hill	Latest Edition
4	Marketing 5.0: Technology for Humanity –	Kotler, Kartajaya & Setiawan	Wiley, Hoboken (USA), 2021. ISBN-13: 978-1-119-66851-0
5	Digital Marketing	Makarand Upadhyaya & Saveeta Pawar	KDPublications, India, 2021. ISBN-13: 978-81-947839-6-1
6	Customer Relationship Management: Concepts, Applications and Technologies	Daniel D. Prior, Francis Buttle & Stan Maklan	Routledge, UK,2024. ISBN-13: 978-1032247441
7	Smarter Digital Marketing with AI, MarTech and Automation	Rohit Srivastava	Independent/Publisher, 2025. ISBN-13: 978-9334241488



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List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

- Journal of Marketing
- Journal of Consumer Research
- Journal of Marketing Education
- IIM Kozhikode Society & Management Review
- International Journal of Indian Culture and Business Management (IJICBM)

CO-PO Mapping

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

List of Generic Activities suggested for Problem Based Learning (PBL) (Keep this AS IT IS)

Sr. No.	Activity	Description	Outcome	Suggested Hours
1	Industry Visit	The students will be taken to industrial visit.	Practical experience to students that how the operations of business are carried out.	10 hours
2	Case Study Discussion	The case study in the area of topic will be discussed with the students.	The students will be able to identify the situation and apply management theories to resolve the problem.	5 hours
3	Gamification in the subject	The students will be given the problem and asked to solve the problem by playing a game to learn the concept.	The students will be able to apply the concept and learn by playing the game.	10 hours
4	Data collection Assignment	The students will be given the assignment based on the module of the subject.	The students will be able to learn data collection from industry and submit assignments with practical inputs.	6 hours
5	Industry Analysis	The students will be allotted industry and asked to carry out the analysis as per the	The students will be able to know the application of the concept in the specific industry.	8 hours



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		requirements of the subject.		
6	Simulation	The students will be given the simulation activities as per the requirements of the subject.	The students will learn and develop the experimental attitude that will help them to solve the industry problems.	10 hours
7	Personality Self-Assessment	Understanding personal traits and how they influence work behavior, teamwork, and managerial effectiveness.	Students will develop self-awareness of their personality traits and identify strategies to enhance their professional effectiveness.	3 hours
8	Leadership Style Self-Assessment	Exploring personal leadership tendencies and their impact on team performance and decision-making.	Students will understand their leadership style and plan ways to adapt it for effective team and organizational management.	2-3 hours
9	Cross-Cultural HR Practices Comparison Report	Analyzing how cultural differences (Hofstede dimensions) influence HR practices in India vs. another country.	Students will apply cross-cultural frameworks to analyze and compare HR practices and develop insights for managing diverse workplaces.	6 hours
10	DEI Role-Play	Applying DEI principles to resolve workplace conflicts and promote inclusion.	Students will demonstrate inclusive communication and problem-solving skills while applying DEI principles in simulated workplace scenarios.	5 hours
11	Visit to Company for Practical Exposure	Students will be guided to visit the company and explore the practical operating of the tasks.	Students are required to visit the relevant company for practical exposure of the execution of the management activities.	8-10 hours
12	Visit to Trade Expo	Students will be taken to trade expo held for different products to understand business operation and networking.	Students are advised to visit trade expo and meet manufacturer and service providers to understand business operations and expansion.	6-8 hours
13	Industry Defined Problem	The students will be given a minor problem related to industry and	The students will be able to apply management techniques to solve the allotted problem and will	10-15 hours



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		they have to prepare a report depicting the probable solution of the problem.	provide managerial solution for the same.	
14	Financial Statement Analysis	The students will be provided with the financial data to analyze financial stability of the company.	The students have to extract financial data from the authenticate database and compare the financial performance within the company and with competitors (or industry average) for future growth. The result should be presented with remarks.	12-15 hours
15	Survey / Questionnaire	Data collection through survey or Questionnaire	The students will be given topics for survey or questionnaire based research. They have to present the findings in the scientific manner and present the same for decision-making.	25-30 hours