

MBA Semester II
MARKETING MANAGEMENT

Course Objectives:

- To enhance management students' knowledge as regards to basics of marketing and know the applications of marketing skills required

Unit	Contents
1	<p>Introduction to Marketing:</p> <p>Core concepts of marketing: Need, want, demand, value, exchange, customer satisfaction & customer delight. Marketing Vs Selling. Approaches to Marketing: Production, Product, Sales, Marketing, Societal, Relational. Marketing Environment: Analyzing Macro Environment - Political, Economic, Socio-cultural and Technical Environment (PEST analysis)</p>
2	<p>Segmentation, Targeting and Positioning:</p> <p>Meaning, need and importance, bases for consumer market segmentation and industrial market segmentation, evaluation of identified segments and selection and evaluation of target market. targeting strategies. Levels of market segmentation: segment marketing, niche marketing, local marketing, individual marketing. Positioning and Differentiation: meaning, concept, product, service, people and image differentiation, ways to position the product.</p>
3	<p>Marketing Mix:</p> <p>Concept, Seven P's of marketing mix:</p> <p>Product – meaning, levels of product, product mix- product line, width, length, depth. Product life cycle – Concept, stages in PLC, characteristics and strategies for each stage of PLC. Brand – Concept, Brand Creation</p> <p>Price – meaning, objectives of pricing, pricing approaches- cost based, competition based and market based, pricing strategies- skimming pricing, penetrative pricing ,psychological or odd pricing, perceived value pricing , loss leader pricing etc.</p> <p>Place- Importance of distribution in marketing of products or services, Types of intermediaries, levels of channels, Channel Management Decisions-factors considered for selection and motivation of dealers and retailers,</p>

channel conflict- concept, types of channel conflict, ways to resolve channel conflicts

Promotion- Elements of promotion mix: meaning of advertising, sales promotion, personal selling, public relations, publicity, direct marketing and event marketing and sponsorship.

Brief Overview- People, Process, Physical Evidence

4 **Consumer Behaviour:** Concept of Marketing Myopia.

Meaning of Consumer, customer, consumer behaviour and buying motives.

5 **Marketing Planning and Control:**

Process, nature and contents of a marketing plan. Need of marketing control, Annual plan control, productivity control, efficiency control and strategic control- marketing audit and marketing ratios.

6 **Marketing Research:**

Need and Importance of Marketing Research, Marketing Research Process, Types of Marketing Research. Marketing Information System- overview.

Books Recommended:-

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong
2. Marketing Management – Rajan Saxena, Tata McGraw Hill Publications
4. Marketing Management - V.S.Ramaswamy and S.Namakumari ,
5. Services Marketing – Christopher Lovelock
6. Fundamentals of Marketing - Stanton
7. Marketing Research – G.C. Beri.

Magazine/ Yearbook

- Marketing White book – The Essential Handbook for Marketers: Business World Publications.

Website: www.trendswatching.com