

MB103: Marketing Management

Course Objectives:

- Critically evaluate the key analytical frameworks and tools used in marketing;
- Apply key marketing theories, frameworks and tools to solve Marketing problems;
- Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies;
- Exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment;
- Critically evaluate the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings;

Unit-I: Basics:

Market, Marketing Management, Philosophies, Marketing Mix-Expanded Marketing Mix, Strategic Planning, Global Marketing, Marketing Environment - Company's Micro and Macro Environment - Interface with other Functional areas.

Unit-II: Market Segmentation:

Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, International Markets, Targeting - Evaluating Market Segments, Selecting Market Segments - Differentiation, Product Positioning, Positioning Strategies, Demand - Measurement and Sales Forecasting Methods

Unit-III: Marketing Programme:

Decisions involved in Product, Branding, Packaging, Product Line and Product Mix Decisions. New Product Development, Product Life Cycle, Pricing Strategies, Distribution Channels, Channel Management Decisions, Promotion Mix: Advertising- Steps in Advertising, Sales Promotion- Consumer and Trade Promotion Tools, Public Relations, Personal Selling- Steps in Personal Selling, Online Marketing.

Unit-IV: Consumer Markets:

Black Box Model of Consumer Behavior, Seven O's Structure, Factors affecting Consumer Behavior, Stages in the Adoption Process, Industrial Markets - Characteristics, Industrial Buyer Behavior, Services Markets-Need , Scope ,Characteristics, Goods and Service Continuum.

Unit-V: Marketing Organization and Control and New Avenues in Marketing:

Types of Marketing Organization Structures and Factors affecting Global marketing Organization, Marketing Organization, Annual Plan Control, Efficiency Control. Profitability Control and Strategic Control, Marketing Audit, New Concepts: Viral Marketing, Social Media Marketing, Green Marketing, Digital Marketing Concept.

Suggested Books:

1. Kotler Philip, Garyarmstrong, Prafullay. Agnihotri, EU Haque, "Principles of Marketing", 2010, 13th Ed, Pearson Education Prentice Hall of India.
2. Paul Baines, Chris fill, Kelly page, "Marketing Management", 2009, 1st Ed. Oxford University press.
3. Kurtz & Boone, "Principles of Marketing", 2010, 12th Ed. Cengage Publications.
4. Tapan k.Panda, "Marketing Management". 2010, 1st Ed. Excel books.
5. Ramaswamy V.S. Namakumari S, "Marketing Management", 2009, The Global Perspective- Indian Context Macmillan India Ltd.

Course Outcomes:

- Identify core concepts of marketing and the role of marketing in business and society.
 - Knowledge of social, legal, ethical and technological forces on marketing decision-making.
 - Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
 - Ability to develop marketing strategies based on product, price, place and promotion objectives.
 - Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
 - Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.
 - Ability to construct written sales plans and a professional interactive oral sales presentation.
 - Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
 - Ability to collect, process, and analyze consumer data to make informed marketing decisions
 - Ability to analyze marketing problems and provide solutions based on a critical examination of marketing information.
 - Ability to apply knowledge and skills to real-world experiences in an internship.
- Note: Specific outcomes will vary by assigned internship experience.