

Course Name: Marketing Management		
Course Code: 15MB51C4		
Semester I / Year I	L-T-P : 3-0-0	Credits : 3

COURSE OUTCOMES

After completion of this course, the student will be able to

1. Apply key marketing concepts, theories and techniques for analysing a variety of marketing situations.
2. Implement marketing planning for STP, product related strategies
3. Impart the implications for marketing strategy determination and implementation of price, distribution and promotion.
4. Apply conceptual frameworks of advance marketing practices and Enable them to secure work placements

SYLLABUS

Overview of Marketing: Core concepts of Marketing; Marketing Orientations & Philosophies; Marketing Environment; Buyer Behaviour; Marketing Planning Process; Consumer value and satisfaction; Identification and Analysis of Competitors. Market Segmentation, Targeting and Positioning strategies; Marketing Mix; The product; New Product Development; Product Life Cycle; Product Mix decisions; Branding; Packaging and Labelling. Pricing Decisions; Factors influencing Price – five “C”s; Pricing Strategies; New product pricing; Price adjustment strategies. Distribution Decisions; Channel alternatives; Choice of Channel; Channel Management, Channel Dynamics, Managing promotion Mix; Advertising, Personal selling, Sales Promotion and publicity, Integrated Marketing Communication. Marketing Control techniques; Marketing Audit; Social Marketing; Green Marketing; Web Marketing, Digital Marketing, Viral Marketing, Neuroscience Marketing.

RECOMMENDED TEXT BOOK

1. Philip Kotler - Principles of Marketing – 15th Edition, 2014, Prentice Hall, New Delhi.

REFERENCE BOOKS

- 1.V. S. Ramaswamy and S. Namakumari- 3rded. Marketing Management, Prentice Hall, New Delhi.
 2. Kotler and Keller, Marketing Management, 13th Edition, PHI New Delhi
 3. Etzel, walker, Stanton and Pandit, Marketing: Concepts and Cases, TMH – New Delhi
 4. Philip Kotler & Gary Armstrong - Marketing Management, Prentice Hall
 5. Case Studies in Marketing - Indian context - R. Srinivas, TMH, New Delhi
 6. Marketing Management - Rajan Saxena, TMH, New Delhi
- Case: IIM – Ahmedabad case data bank.