

COURSE TITLE : **MARKETING MANAGEMNET**
COURSE CODE : **3119**
PERIOD/WEEK : **6 (Theory) + 2 (Practical)**
TOTAL PERIODS : **108 + 36**
CREDITS : **8**

Rationale: The action/business of promoting and selling products or services is important in managing a business firm This course acquaint the students with the marketing principles & practices, and to understand the process of marketing in a business firm.

THEORY COMPONENT

TIME SCHEDULE

MODULE	TOPIC	PERIODS
I	MARKETING MANAGEMNET - AN INTRODUCTION	27
II	MARKET SEGMENTATION & BUYER BEHAVIOUR	27
III	PRODUCT & PRICING	27
IV	PROMOTION & PHYSICAL DISTRIBUTION.	27
TOTAL		108

GENERAL AND SPECIFIC OBJECTIVES

- 1.1.0 Understand the Marketing Management**
 - 1.1.1 State the functions of Marketing Management
 - 1.1.2 Outline the scope of Marketing Management
 - 1.1.3 Define market, marketing, and marketing management
 - 1.1.4 List the needs and wants of marketing management
 - 1.1.5 List the types of markets
- 1.2.0 Understand the different concepts in Marketing Management**
 - 1.2.1 Describe production concept
 - 1.2.2 Describe product concept
 - 1.2.3 Describe selling concept
 - 1.2.4 Describe marketing concept
 - 1.2.5 Describe societal marketing concept
- 1.3.0 Understand marketing environment**
 - 1.3.1 Describe external environment

- 1.3.2 Describe internal environment
- 1.4.0 Understand Online and Direct Marketing**
- 1.4.1 State the meaning of Online Marketing
- 1.4.2 State the meaning of the term Online Consumer
- 1.4.3 State the meaning of Direct Marketing
- 1.4.4 Explain Direct mail, Catalog marketing, Telemarketing
- 1.5.0 Understand Marketing Mix**
- 1.5.1 Describe product, price, physical distribution and promotion
- 1.5.2 Explain the combination of four Ps' in Marketing
- 2.1.0 Understand the types of buying behaviour**
- 2.1.1 Summarise the stages of buying decision process
- 2.1.2 Describe the types of buying behaviour
- 2.1.3 Give examples for complex buying behaviour
- 2.1.4 Give examples for dissonance reducing buying behaviour
- 2.1.5 Give examples for habitual buying behaviour
- 2.1.6 Give examples for variety seeking buying behaviour
- 2.1.0 Understand the bases of market segmentation**
- 2.1.0 Explain the meaning of market segmentation
- 2.1.0 Explain market targeting
- 2.1.1 State the need for market segmentation
 - Describe geographic segmentation with suitable examples
 - Describe demographic segmentation with examples
 - Describe psycho graphic segmentation with examples
 - Describe behavioural segmentation with examples
- 3.1.0 Understand the product**
- Define the term product
- State the levels of product
- Explain the product classifications
- Explain the classifications of consumer products
- Explain product mix and product line
- 3.2.0 Understand product positioning**
- 3.2.1 Distinguish differentiated and undifferentiated marketing
- 3.2.2 Explain the term product positioning
- 3.3.0 Understand Product Life Cycle**
- 3.3.1 State the meaning of PLC
- 3.3.2 Describe different stages of PLC
- 3.3.3 Explain market penetration strategy
- 3.3.4 Explain market skimming strategy
- 3.3.5 Understand Market Testing**
- 3.3.6 State the concept of market testing
- 3.3.7 State the need and importance of conducting market testing
- 3.4.0 Understand branding**
- 3.4.1 Define brand, brand name and trade mark
- 3.4.2 State the requirements of a good brand name
- 3.4.3 Differentiate Individual Brand Name and Family Brand Name
- 3.4.4 State the functions of Branding
- 3.4.5 State the meaning of Patents and Copy Rights

- 3.5.0 Understand Packaging**
- 3.5.1 State the functions of Packaging
- 3.5.2 Explain the Packaging strategies
- 3.5.3 State the meaning of Family Packaging, Re-use Packaging, Multiple Packaging
- 3.5.4 Explain Labelling
- 3.5.5 Outline the functions of Labelling
- 3.1.0 Understand product pricing**
- 3.1.1 State the meaning of price
- 3.1.2 Describe the determinants of Price
- 3.1.3 List the pricing objectives
- 3.1.4 Explain the methods of pricing
- 3.1.5 Explain cost oriented and competition oriented pricing methods
- 3.1.6 State the meaning of Geographical Pricing
- 4.1.0 Understand Distribution Channels**
- 3.2.1 State functions of Distribution Channels
- 3.2.2 Explain different levels of Channels
- 3.2.3 Explain factors affecting choice of a particular channel
- 3.2.4 Explain the types of Intermediaries
- 4.2.0 Understand Promotion Mix**
- 4.1.1 Define the term Advertising
- 4.1.2 List out the functions of advertising
- 4.1.3 State the factors involved in selecting an Advertising Media
- 4.1.4 List out the various types of Advertising media
- 4.1.5 Explain relative merits and demerits of various advertising media
- 4.3.0 Understand Personal selling**
- 4.1.6 State the meaning of Personal selling
- 4.1.7 List out the steps in effective selling process
- 4.1.8 Understand sales promotion**
- 4.1.9 State the meaning of sales promotion
- 4.1.10 List out objectives of sales promotion
- 4.1.11 List out different Sales Promotion tools
- 4.1.12 Understand Publicity**
- 4.1.13 Define Public Relations or Publicity
- 4.1.14 Out line various methods used for product publicity

CONTENT DETAILS

- MODULE I :** Marketing Management – introduction – functions – scope – definitions – marketing concept – marketing mix.- Online & Direct Marketing -
- MODULE II :** Types of buying behaviours- Buying Decision Process- Market segmentation – levels of market segmentation – Basis of market segmentation–
- MODULE III :** Product – levels – classification – product mix and Product line - product positioning – product life cycle -market testing – importance of branding and packaging — packaging – functions – strategies – labeling- - Product pricing.

MODULE IV : marketing channels – functions-levels-types of Intermediaries- Promotion mix – advertising – objectives – media selection – sales promotion – purchase and objectives – tools – public relations – publicity

PRACTICAL COMPONENT

Rationale: Helping the student to acquire the skills of putting text book knowledge about management in to practice.

Developing a habit of diagnosing problems, analyzing and evaluating alternatives and formulating workable plans of action.

Providing the student with exposure to a range of firms and managerial situations.

CASE STUDY ANALYSIS & GROUP DISCUSSION

I INTRODUCTION

CASE

A case sets forth, in a factual manner, the conditions and circumstances surrounding a particular managerial situation or series of events in an organization. The case may include descriptions of the industry and its competitions conditions, the organizations background its products and markets, the attitudes and personalities of the key people involved, production facilities, the work climate, the organization students, the marketing methods and the external environment, together with what ever pertinent financial, production accounting sales and market information upon which management have to depend.

The essence of the student's role in the care method is to diagnose and size up in the organizations situations and to think what should be done. The student has to analyse, and appraise the situation by asking: What factors have contributed to the organizations success (or failure)? What problems are evident? How serious are they? What managerial skills are needed to deal effectively with the situation? What actions need to be taken? Etc...

GROUP DISCUSSION

A group discussion may be conducted after the case study analysis. The objective of Group Discussion is to evaluate the subject knowledge and communication skills of students. A maximum of 8 students may participate in Group Discussion at a time.

AREAS TO BE COVERED

The case& group discussion may be from one or more area/s of the subject of study.

EVALUATION

The evaluation shall be done internally. 50% of the marks for the Continuous assessment shall be done based on the practical component with equal weightage for Case study and Group Discussion.

The percentage of weightage for each is as,

Case study

a Problem identification\Diagnosis	-	20%
b Analysis and evaluation	-	40%
c Recommendations\Question Answering	-	40%

Group Discussion

d Knowledge about topic	-	40%
e Communication	-	40%
f Group participation	-	20%

BOOKS RECOMMENDED

1. Marketing Management	-	Nemakumari
2. Modern Marketing (Principles & Practices)	-	R.S.N. Pillai & Pradur

BOOKS FOR FURTHER REFERENCES

1. Marketing Management	-	Philip Kotler & Others
2. Principles of Marketing	-	Kotler & Armstrong.
3. Marketing Management: Texts & Cases	-	Tapan K Panda
4. Marketing Management: Texts & Cases	-	SHH Kazmi
5. Marketing Management	-	Arun Kumar & N Meenakshi
6. Marketing Management	-	Debbie Gilliland
