

Code: Paper BA 106  
Course Title: Marketing Management I

HPW: 5  
Credits: 5

SEMESTER I -2016-17  
MMI

## MARKETING MANAGEMENT I

*Objective: to expose to the basics of marketing management as a functional area and to understand the various decisions under this discipline.*

- Unit- I: Introduction:** Meaning and Definition of Marketing – Scope – Evolution of Marketing Concept - Production concept - Product concept - Marketing Myopia – Selling Concept - Marketing Concept - Societal Marketing Concept - Objectives - Role of Marketing in Economic Development - Marketing Mix - Direct Marketing - Online Marketing Challenges and Opportunities - Marketing of Services.
- Unit-II: Marketing Environment:** Micro Environment (Company – Suppliers - Marketing Intermediaries – Customers – Competitors - Publics) - Macro Environment (Demographic – Economic – Natural – Technological – Political - Legal (Consumer Protection Act 1986) and Regulatory cultural - Social - International Marketing GATT & WTO.
- Unit-III: Marketing Segmentation:** Concept of Target Market - Diffused Market - Concentrated Market - Clustered Market - Market Segmentation: Concept, Bases, Benefits, Requirement for Effective Segmentation, Market Segmentation Analysis for Consumer and Services - Product Positioning: Concepts, Bases.
- Unit-IV: Consumer Behaviour:** Consumer Behavior: Nature, Scope, Importance, Factors: Economic, psychological, Cultural, Social and Personal - Steps in consumer Decision Process -Post Purchase Behavior - Cognitive Dissonance - Organizational Buyer - Industrial Markets - Reseller Market - Government Market - Characteristics of Organizational Buyer - Organizational Buying Process - Organizational Buyer Vs. Consumer Behavior.
- Unit-V: Market Research & Ethical Dilemmas in Marketing:** Market Research: Meaning and Definition - Marketing Research Process: Defining the Objectives of Research, Need, Designing the Research Project, Data Collection Process, Analyzing Data, Presenting Results - Scope of Marketing Ethics - Ethical issues Associated with Marketing Decisions Creating an Ethical climate in work place - Influence of personal Ethics.

### Suggested Readings:

1. Principles of Marketing: Philip Kotler, Pearson.
2. Marketing Management: Philip Kotler, Kevinlane Keller, Abraham Koshy, and Pearson.
3. Marketing.Dhruv Grewal: Michael levy, Tata McGraw Hill.
4. Marketing Management: Dr.K.Karunakaran, Himalaya Publications.
5. Ramaswamy &. Namakumari: Marketing Management, Tata Mc Graw Hill Publication.
6. Marketing Management: CN Sontakki, Kalyani Publication.
7. Marketing Management: Rajan Saxena, Tata McGraw Hill.
8. Marketing Management Cases & Concepts: Nikhilesh, Rakesh, Abhinandan, Mc Milan
9. Principles of Marketing: Neeru Kapoor, PHI.

Code: Paper BA 206

Course Title: Marketing Management II

HPW: 5

Credits: 5

SEMESTER II -2016-17

MM II

## MARKETING MANAGEMENT II

**OBJECTIVE:** to understand the product, price, promotion and channel management, and enable them to design marketing strategy and planning.

### UNIT-I: PRODUCT MANAGEMENT:

Concept of Product - Classification of Products - Product Portfolio Decisions - Product Line Decisions - New Product – New Product Development Stages – Product Life Cycle Stages and its Strategies – Branding - Packaging & Labeling.

### UNIT-II: PRICE MANAGEMENT:

Pricing – Objectives of Pricing – Role of Price in Marketing Mix - Factors Influencing - Price Decisions – Pricing Under Different Competitive Conditions – New Product Pricing - Pricing Methods – Cost Based and Demand Based Strategies.

### UNIT-III: PROMOTION MANAGEMENT:

Promotion: Significance, Promotion Mix Elements – Advertising: Objectives, Types, Effectiveness, Budget - Media & its Selection - Personal Selling: Nature, Steps - Sales Promotion: Objectives, Tools - Public Relations - Direct Marketing & its Forms.

### UNIT-IV: CHANNEL MANAGEMENT & RETAILING:

Marketing Channels: Nature – Levels - Structure - Participants – Functions of Marketing Intermediaries - Online Marketing - Retailing: Meaning, Significance.

### UNIT-V: MARKETING STRATEGY AND PLANNING:

Corporate Strategy - Planning – Vision – Mission – Objectives - Business Strategic Planning - SWOT Analysis - Goal Formulation - Strategy Formulation - Program Formulation – Implementation - Feedback and Control - Marketing Process - Nature and Contents of a Marketing Plan.

### SUGGESTED READINGS:

1. Principles of Marketing: Philip Kotler, PHI.
2. Marketing Management: Ramaswamy & Namakumari,
3. Marketing Planning and Strategy: Jain.
4. Marketing Management: Gandhi IC,
5. Basic Marketing: Me Carthy EJ & Others,
6. Marketing Channels: Rosenbloom,
7. The Essence of Marketing: Majare,
8. New Marketing Strategies: Ian Chasten,
9. Marketing Management: Rajan Saxena,