

SEMESTER I**MARKETING MANAGEMENT****1. Course Description**

Programme: M. Com (Finance and Analytics)

Course Code:P24/COM/DSC/104

Type of course: DSC

No. Of Credits 5

Max Hours 75

Max Marks: 100

Hours per week: 5 hrs

2. Course Objectives:

- The objective of this course is to impart knowledge on the various components of Marketing
- To familiarize learners with the latest developments in the field of marketing.

3. Course Outcome: At the end of the course, the student will be able to

CO1: Understand the basic concepts of Marketing Mix ,market segmentation and Market targeting strategies

CO2 Analyze the contents and process of marketing plan and consumer behavior.

CO3: Discuss about factors influencing the price of a product and various pricing methods and strategies..

CO4: Analyze various promotion tools; and understand the various advertising media.

CO5: Understand the Concepts of Digital Marketing, Marketing Information Systems and the Marketing Research process.

4. Course Content

UNIT-I: BASICS OF MARKETING:

(15 Hrs)

Meaning and Definition of Marketing- Scope of Marketing- Marketing Management Orientations/ Concepts (Product, Production, Selling, Marketing and Holistic Marketing) - Marketing Mix.Market Segmentation: Concept- Bases of segmenting consumer and business markets- Requirements of effective segmentation

Target Market-Concept-Market Targeting Strategies (Mass, segmented, niche and micro marketing)- Concept of Positioning- Bases of Positioning- Positioning Maps

UNIT-II: MARKETING PLANNING & ANALYSIS AND CONSUMER BUYING BEHAVIOR: (15 Hrs)

Meaning of Marketing Planning & Analysis- Contents of a Marketing Plan- Marketing Implementation & Control (Organizing the marketing department- marketing controls- Annual, Profitability, Efficiency and Strategic controls)

Consumer Markets: Factors influencing consumer behavior- Models of consumer behavior (Marshallian, Maslow, Howard- Sheth model)- Steps in consumer decision process.

Business Markets: Nature of buying unit- Participants in business buying- Business buying process.

UNIT- III PRODUCT AND PRICE MANAGEMENT: (15 Hrs)

Meaning of Product- Product Levels- Product Classification- Product Mix Decisions- New Product Development Process, Product Life Cycle Strategies- Branding- Packaging- Labeling

Meaning of Price- Pricing Objectives- Pricing Methods (consumer based, competition based, cost-based) -Pricing Strategies (New product pricing, Product mix pricing, Price Adjustment strategies, Pricing across channels)

Assume hypothetical figures to conduct break even & marginal analysis and determine price of product, compute mark-up price and cost plus price using hypothetical figures).

UNIT- IV PROMOTION AND PLACE MANAGEMENT: (15 Hrs)

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

Marketing Channels- Channel levels- Channel Types- Channel Design Decisions- Channel Management Decisions-Channel Conflict- Conflict Resolution-Wholesaling- Types of wholesaler- Retailing: Format of retail stores.

UNIT-V: DEVELOPMENTS IN MARKETING:

(15 Hrs)

Concept of Services Marketing – Services Marketing Mix – Consumerism (Causes and effects) - Sustainable Marketing (Principles and strategies) – Meta Marketing- - Strategic Marketing- Cross Cultural Marketing- Entrepreneurial Marketing(Types and strategies)- Affiliate Marketing- Digital Marketing Domains- Social Media Marketing- Content Marketing- Email Marketing- Search Engine Optimisation- Mobile Marketing- Influencer Marketing.

5. References:

1. Principles of Marketing: Philip Kotler, PHI.
2. Marketing Management: A South Asian Perspective – Philip Kotler and Kevin Lane Kotler, Pearson Education
3. Stanton WJ: Fundamental of Marketing,
4. Marketing concepts and cases – Michael J Etzel, Bruce J Walker, William J Stanton and Ajay Pandit, TMH 13th Edition, New Delhi
5. Marketing Management: A South Asian Perso
6. Marketing Management: Ramaswamy&Namakumari, Tata McGraw Hill
7. Marketing Planning and Strategy: Jain, Cengage learning.
8. Marketing Management: Gandhi IC, Tata McGraw Hill
9. Basic Marketing: Me Carthy EJ &. Others, Tata McGraw Hill
10. Marketing Channels: Rosenbloom, Cengage learning.
11. The Essence of Marketing: Majare, PHI
12. New Marketing Strategies: Ian Chasten, McGraw Hill

13. Marketing Management: Nazia Sultana & B. Shailaja, National Publishing Co.

14. Marketing Management: Rajan Saxena, Tata McGraw Hill

Model Question Paper- End Semester Exam

MARKETING MANAGEMENT

Course Code: U24/CHN/DSC/201 Max Marks: 60

Credits: 5 Time: 2 Hrs

SECTION A

I. Answer the following 5 x 10 = 50 M

1. Explain the scope of Marketing and concepts of Marketing management.

OR

2. Explain various Market Targeting strategies .

3. Explain the contents of the marketing plan.

OR

4. Explain the steps of consumer decision process in marketing

5. Explain New product development process.

OR

6. Write a note on:

a. Consumer based pricing

b. Cost based pricing

7. Explain the concept of Wholesaling.

OR

8. Explain the various channels of Marketing.

9. What are the concepts of service marketing .Give examples.

OR

10. Explain the types and strategies of Entrepreneurial Marketing.

II. Answer any FIVE

5 x 2 = 10 M

11.Holistic Marketing

12. Product Mix Pricing

13. Direct Marketing

14. Meta Marketing

15. Email Marketing

16. Sales Promotion

17. Positioning maps

18.Maslow consumer behavior