

**Master of Business Administration
MBA Semester II
Core Course**

205:Marketing Management

Marks: 100

Duration: 60 Hrs.

CREDITS: 4

Objectives: The objective of this course is to impart conceptual understanding of marketing management and enable them to take decisions under various environmental conditions.

Course Outcomes: The successful completion of this course shall enable the student to:

CO1: Examine the marketplace and analyze the marketing environment

CO2: Distinguish consumer markets and industrial markets and formulate strategies related to segmentation, targeting and positioning

CO3: Elaborate contemporary issues in marketing along with their implication for organizations

CO4: Formulate marketing plans and strategies related to product, price, place and promotion

CO5: Appraise the marketing information system and apply marketing research to solve the problems

Contents:

UNIT	Content	Hours
I	Nature and scope of marketing. Corporate orientations towards the marketplace. The marketing environment and environment scanning. Marketing Information System and Marketing Research.	11
II	Understanding Consumer and Industrial Markets, Market Segmentation, Targeting and Positioning.	11
III	Product decisions – product mix, product life cycle, and new product development, branding and packaging decisions. Pricing methods and strategies.	11
IV	Promotion decisions – promotion mix, advertising, sales promotion, publicity and personal selling. Channel management – selection, cooperation and conflict management, vertical marketing – implementation and systems.	11
V	Organizing and implementing marketing in the organization. Evaluation and control of marketing efforts. New issues in marketing – Globalization, Consumerism, Green marketing, Legal issues.	11
	Small group learning exercise involving discussion, role-play, presentations by students	5
	TOTAL	60

Readings (Unit Wise)

Unit-I

- Philip Kotler and Kevin Keller (2021). Marketing Management, Global Edition, Pearson
- Ramaswamy, V S and Namakumari, S. (2018). Marketing Management: Indian Context Global Perspective, Sage Publications

Unit-II

- Philip Kotler and Kevin Keller (2021). Marketing Management, Global Edition, Pearson
- Ramaswamy, V S and Namakumari, S. (2018). Marketing Management: Indian Context Global Perspective, Sage Publications

Unit-III

- Philip Kotler and Kevin Keller (2021). Marketing Management, Global Edition, Pearson
- Ramaswamy, V S and Namakumari, S. (2018). Marketing Management: Indian Context Global Perspective, Sage Publications

Unit-IV

- Philip Kotler and Kevin Keller (2021). Marketing Management, Global Edition, Pearson
- Ramaswamy, V S and Namakumari, S. (2018). Marketing Management: Indian Context Global Perspective, Sage Publications

Unit-V

- Philip Kotler and Kevin Keller (2021). Marketing Management, Global Edition, Pearson
- Ramaswamy, V S and Namakumari, S. (2018). Marketing Management: Indian Context Global Perspective, Sage Publications

Additional Readings:

1. Philip Kotler and Kevin Keller (2021). Marketing Management, Global Edition, Pearson
2. Ramaswamy, V S and Namakumari, S. (2018). Marketing Management: Indian Context Global Perspective, Sage Publications
3. Philip Kotler , Keven Lane Keller, et al. |(2017). Marketing Management | marketing cases in the Indian context | Fifteenth Edition, Pearson
4. Kotler, P. & Armstrong, G. (2017). Principles of Marketing (17th ed.).Pearson
5. Enis, B.M. Marketing Classics: A Selection of Influential Articles. New York, McGraw Hill.
6. Kotler, Philip and Armstrong, G. Principles of Marketing. New Delhi, Prentice Hall of India.

7. Kotler, Philip. Marketing Management: Analysis, Planning, Implementation and Control. New Delhi, Prentice Hall of India.
8. Ramaswamy, V S and Namakumari, S. Marketing Management: Planning, Control. New Delhi, Prentice Hall of India.
9. Stanton, William,J. Fundamentals of Marketing,. New York, McGraw Hill.
10. Neelamegham, S. Marketing InIndia: Cases and Readings. New Delhi, Vikas.

Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive classroom discussions
- Flipped classroom

Teaching Plan:

At the beginning of each semester faculty teaching the course will provide (i) Teaching Plan, (ii) updated reading list, and (iii) the list of case studies for uploading on Department website.

Facilitating the achievement of Course Learning Outcomes

Unit No.	Course Learning Outcomes	Teaching and Learning Activity	Assessment Tasks
I	Ability to examine the marketplace and analyze the marketing environment	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Viva/ Problem based test/Case Study
II	Ability to Distinguish consumer markets and industrial markets and formulate strategies related to segmentation, targeting and positioning and apply the same in practice case studies	Lecture/Video/ Case Studies/ Presentation/Role Play	Class participation, Presentation, Case Studies/Viva / Problem based test/ Case Study
III	Ability to analyse contemporary issues in marketing along with their implication for organizations	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Case Studies/Viva / Problem based test/ Case Study
IV	Ability Formulate marketing plans and strategies related to product, price, place and promotion	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Case Studies/Viva/ Problem based test/ Case Study
V	Ability to apply marketing research to solve the problems	Lecture/Video/ Case/ Presentation/Role Play	Class participation, Presentation, Case Studies/VIVA/ Problem based test/ Case Study