

MING -102  
**MARKETING MANAGEMENT**  
Credit- 4 : Class Hours - 40

**Objectives:**

1. To sensitize the students to the dynamic nature of Marketing Management.
2. To expose students to a systematic frame work of marketing & implementations and to highlight need for different marketing approaches for services, goods, and for household consumers, organizational buyers.
3. To introduce the concept of Marketing Mix as a framework for Marketing Decision making.
4. The course is intended for defining and clarifying the concepts of marketing.

**Module- I: Definition & Functions of Marketing** : Scope of Marketing, Core concepts of marketing such as Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer Loyalty, Marketing v/s Market, Selling versus Marketing, Concept of Marketing Myopia. 80: 20 Principle, Introduction to the Concept of Marketing Mix, Bottom of the pyramid concept

**Module-II: Concept of Marketing Environment:** Macro and Micro, Need for analyzing the Marketing Environment. Segmentation: Definition, Need for segmentation, Benefits of segmentation to marketers, Bases for market segmentation of consumer goods & industrial goods, Criteria for effective segmentation. Target Market: Concept of Target Market and criteria for selection of target market. Positioning: Concept of Differentiation & Positioning, Introduction to the concepts of Value Proposition & USP. Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps buyer decision process.

**Module – III: Product** : Meaning of product, Goods & Services Continuum, Classification of consumer products and industrial products, Product Mix: Length, Width, Depth and Consistency. New Product Development & Product Life Cycle : New Product Development Process: Idea Generation to commercialization. Product Life Cycle : Concept & Characteristics of Product Life Cycle. Relevance of PLC and Strategies across stages of the PLC. **Branding:** Introduction to Branding, Product Vs. Brand, Meaning of a brand, brand equity & brand elements. Packaging & Labeling : Meaning & role of Packaging & Labeling,

**Pricing Basics:** Meaning, Importance and Factors Influencing pricing decisions. Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, Pricing approaches

**Module-IV: Place:** The Role of Marketing Channels: Channel functions & flows, channel levels. Channel Design Decisions: Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives, Channel conflicts and resolution (Overview only). Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing, E-Commerce Marketing Practices.

**Promotion:** The role of marketing communications in marketing effort. Communication Mix Elements : Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing, Concept of Integrated Marketing Communications (IMC) Contemporary Topics: Viral Marketing, Guerrilla Marketing, Societal and social Marketing, Relationship Marketing, Green Marketing , Digital Marketing, Network Marketing ( Concepts only)

**Module – V:** The concerned faculty shall have the liberty to define the course contents under this module and teach students accordingly.

**Reference Books**

1. Marketing Management – Kotler, Keller, Pearson,
2. Marketing: Baines, Fill and Page , Sinha , Oxford
3. Marketing by Lamb Hair Sharma, Mc Daniel Cengage Learning
4. Marketing Management, Ramaswamy & Namakumari, McGrawHill
5. Marketing Management – K Karunakaran, Himalaya Publishing House
6. Marketing Management – Text and Cases, Tapan K Panda, Excel Books
7. Marketing Management – J.P Mahajan , Vikas
8. Marketing Management - Rudani , Schand