

Integrated MBA 5 Yrs Syllabus from Admission Batch 2016-17 onwards

5 th Semester	16IMN502	Marketing Management–II	L-T-P 4-0-0	4 Credits	35 hrs
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Module-I Fundamentals of Product and Brand Management: 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,

Module-II 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

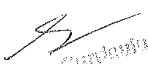
Module-III Distribution and Channel Management : The Role of Marketing Channels: Channel functions & flows, channel levels. Channel Design Decisions: Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives, Channel conflicts and resolution (Overview only).

Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing, E-Commerce Marketing Practices.

Module-IV Basics of 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)

Books:

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


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