

18 PT MBA 102

MARKETING MANAGEMENT

Objectives:

1. To sensitize the students to the dynamic nature of Marketing Management.
1. 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.
2. To introduce the concept of Marketing Mix as a framework for Marketing Decision making.

Module-I Definition & Functions of Marketing, Scope of Marketing, Marketing concept, Selling versus Marketing, Concept of Marketing Myopia. 80: 20 Principle, Introduction to the Concept of Marketing Mix, Bottom of the pyramid concept; Concept of Marketing Environment: Macro and Micro, Need for analyzing the Marketing Environment.

Module-II Market segmentation, Bases for market segmentation, Targeting , Positioning; Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps buyer decision process.

Contemporary Topics: Viral Marketing, Guerrilla Marketing, Societal and social Marketing, Relationship Marketing, Green Marketing , Digital Marketing, Network Marketing (Concepts only)

Module- III Product: Classification of consumer products and industrial products, Product Mix, New Product Development Process: Idea Generation to commercialization. Product Life Cycle, Strategies across stages of the PLC. Packaging & Labeling, Basic concept of Branding

Pricing Basics: Meaning, Importance of pricing, Factors Influencing pricing decisions., Pricing strategies and approaches

Place: The Role of Marketing Channels: Channel functions & flows, channel levels. 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, Elements of promotion mix, IMC approach (Overview)

Reference 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 , S

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