

MCA 507B MARKETING MANAGEMENT

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)

FIFTH SEMESTER MCA SYLLABUS FOR ADMISSION BATCH 2016-17

Reference Books

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