

PME5H002 MARKETING MANAGEMENT

Objective of the Course: The course aims at introducing the basic concepts of marketing to the undergraduate students in engineering. The learning shall help the students in better designing, manufacturing and selling product/ service packages keeping competitive market, customers and cost in view.

Module – I (10 hours)

Marketing Management: Concept, Process, Functions and relevance in the current context. Marketing Environment: Elements of micro and macro environment Competition Analysis: Factors contributing to competition, porter's five forces model, Identifying and analyzing competitors. Marketing Planning : Exploring Opportunity, Product –market selection, Marketing Planning Process. Market Research and Information Systems: Research Process, The Internet and World Wide Web based Information collection and processing, Database, Data Warehouses and Data Mining, Global Market Research. Consumer Behavior: Factors influencing consumer behavior, consumer decision process. Organizational buying behavior.

Module II (10 hours)

Market Segmentation, Targeting and Positioning: Definition, Bases of segmenting consumer and Industrial markets. Target Market strategies: Market Positioning. Market Demand Forecasting: Key Terms, Forecasting Tools: Short term tools: Moving average and Exponential smoothing methods, Long-term forecasting Tools: Time series analysis, Econometrics methods, Qualitative tools : Buying Intention Survey, Sales Force Opinion and Delphi Techniques. Product Planning : Product Life Cycle, New Product Development Process, Branding Strategy, Positioning a Brand, Brand Equity, Packaging and Labeling, Product-mix and Product Line, Planned Obsolescence.

Module – III (10 hours)

Pricing Decision: Objectives and Factors influencing pricing, Pricing method and strategies. Integrated Marketing Communication(IMC)- Concept of IMC, the marketing communication process, Promotion Mix, elements of promotion mix, Direct marketing. Channels of Distributions: Types of intermediaries, functions of distribution channels, channel levels, Designing Distribution Channels, Physical Distribution, Supply Chain Management (Basic only). Trends in Marketing: Green Marketing, Customer Relationship Management, Emarketing, Rural Marketing and Service Marketing (concepts only)

Text Book:

1. Etzel , Walker ,Stanton and Pandit, Marketing, 14/e, Tata McGraw Hill.
2. Saxena, “Marketing Management” Tata McGraw Hill, 4/e.

Reference

1. Grewal, Levy, ‘Marketing’ Tata McGraw Hill, special Indian edition.
2. Karunakaran “Marketing Management”, Himalaya Publishing House, 2010/e.
3. Kotler, Keller, Koshy and Jha, “Marketing Management”, 13/e, Pearson Education.