

IMN402:MARKETING MANAGEMENT-I

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, 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 environmental; analysis, Need for analyzing the Marketing Environment. .

STP concept - 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.

Module-III Understanding Consumer Behaviour:

Buying motives, factors influencing buying behavior, meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, stages in consumer buying decision process- Perception , learning and personality affecting consumer behavior.

Module-IV Contemporary Topics:

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

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 , Schand