HSOE4001 MARKETING MANAGEMENT (3-0-0)

Course Objectives

The course aims to enable engineering students to:

1. Understand the basic concepts, philosophies, and functions of marketing and distinguish marketing from selling.
2. Analyze the marketing environment and evaluate how technological, economic, and competitive factors influence business decisions.
3. Apply the concepts of segmentation, targeting, and positioning (STP) in technology-driven markets and understand consumer and organizational buying behavior.
4. Gain working knowledge of product planning, pricing, distribution, and promotion, with emphasis on digital marketing and technology enabled business models.

Module I: Foundations of Marketing

Meaning, Scope, and Functions of Marketing, Marketing Concept and Evolution of Marketing Philosophies, Selling vs. Marketing, Marketing Myopia, 80:20 Principle (Pareto Principle) in Marketing, Marketing Mix (4Ps) – Introduction, Bottom of the Pyramid (BOP) Concept, Marketing Environment:Micro Environment, Macro Environment, Importance of Environmental Analysis in Strategic Decision-Making.

Module II: Market Strategy and Consumer Insights

Market Segmentation: Meaning and Bases, Targeting Strategies, Positioning and Differentiation, Consumer Behavior: Meaning and Importance, Organizational vs. Consumer Buying Behavior, Buying Roles, Five-Step Buyer Decision Process.

Contemporary Marketing Concepts : Digital Marketing, Viral Marketing, Guerrilla Marketing, Relationship Marketing, Green Marketing, Social and Societal Marketing, Network Marketing.

Module III: Marketing Mix Decisions

Product : Classification of Consumer and Industrial Products, Product Mix Decisions, New Product Development Process (Idea to Commercialization), Product Life Cycle (PLC) and Stage-wise Strategies, Basics of Branding, Packaging and Labeling

Pricing : Meaning and Importance of Pricing, Factors Influencing Pricing Decisions, Basic Pricing Methods and Strategies

Place (Distribution) : Marketing Channels: Functions and Flows, Channel Levels, Overview of Channel Conflict and Resolution, Channel Options:Wholesaling, Retailing, Franchising, Direct Marketing, E-commerce Practices.

Promotion : Role of Marketing Communication, Promotion Mix Elements, Integrated Marketing Communication (IMC) – Overview

Course Outcomes

After successful completion of the course, students will be able to:

CO-1: Explain fundamental marketing concepts, frameworks, and tools.
CO-2: Analyze external and internal marketing environments to support strategic decisions.
CO-3: Understand the role of marketing in technology-driven and innovation-led organizations.
CO-4: Apply the 4Ps of marketing in diverse industries, including technology-based businesses and startups.

Books:

1. Marketing:Baines,FillandPage,Sinha,Oxford
2. Marketing Management, Kotler,Keller,Koshy, Jha,Pearson,
3. Marketing by LambHair Sharma,McDanielCengage Learning
4. Marketing Management,Ramaswamy&Namakumari,McGrawHill
5. Marketing Management–KKarunakaran,Himalaya PublishingHouse
6. Marketing Management–TextandCases,TapanKPanda,ExcelBooks

7. Marketing Management–J.PMahajan, Vikas
8. Marketing Management-Rudani,S Chand