

IMPC3003 MARKETING MANAGEMENT - II (3-0-0)

Course Objectives:

1. To expose students to a systematic frame work of Product and Brand Management
2. To highlight need for understanding Pricing and Distribution strategies
3. To introduce the concept of Promotion Mix

Module-I

Fundamentals of Product and Brand Management:

Meaning of product, Goods & Services Continuum, 5 Product Levels, Mass customization and Customization

Classification of consumer products and industrial products

Product Mix: Length, Width, Depth and Consistency.

Major Types of Product Mix Strategies: Line Stretching, Line filling, Line modernization, Line featuring, Line pruning, Brand extension

New Product Development: New Product Development Process: Idea Generation to commercialization. Factors for success and failure of a new product

Product Life Cycle: Concept & Characteristics of Product Life Cycle. Relevance of PLC and Strategies across stages of the PLC.

Special Categories of PLC – Style, Fashion, Fad.

Common alternate PLC Patterns - Growth-slump-maturity Pattern, Cycle-Recycle, Scalloped

Branding: Product Vs. Brand, Meaning of a Brand, Co-branding, Ingredient branding, Brand association, Brand awareness and Brand knowledge, Brand recall, Brand personality, Brand image, Brand equity, Difference between Individual branding, Family branding and Corporate branding

Module-II

Pricing Basics and Distribution:

Pricing : Meaning, Importance and factors influencing pricing decisions. 6 Steps in setting price, Different pricing methods

Distribution and Channel Management: Meaning of Distribution, Functions and Flows of Distribution Channel, Channel Levels, Pull Strategy and Push Strategy

Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing, ECommerce Marketing Practices. Difference between Wholesalers and Retailers

Channel Integration And Systems – Concepts only Vertical Marketing System (Corporate VMS, Administered VMS, Contractual VMS), Horizontal Marketing Systems

Steps in Channel Design Decisions

Steps in Channel-Management Decisions

Channel conflicts and resolution (Overview only)

Module-III

Basics of 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)

Course Outcomes:

- CO-1: Make decisions on product and design product strategies.
- CO-2: Analyse pricing of different products and design pricing strategies.
- CO-3: Design distribution strategies.
- CO-4: Design promotion mix and branding strategies.

Text Books:

1. Marketing Management- A South Asian Perspective, 13th Edition– Authors – Kotler, Keller, Koshy, Jha
2. Rajan Saxena, Marketing Management, TMH

Reference Books:

1. Grewal & Levy, Marketing, TMH
2. Arun Kumar, N Meenakshi, Marketing Management, Macmillan
3. V.S. Ramaswamy & S. Namkumari, A Text Book of Marketing Management, Macmillan
4. Philip Kotler, Keller, Kosy & Jha, Marketing Management, Pearson Education
5. Sharad Kumar, A Text book of marketing management.
6. Srinivasan, Case Studies in Marketing-Indian context-PHI
7. Etzel, Walker, Stanton & Pandit, Marketing: Concept and cases, TMH