

Name of the Program: Master of Business Administration (MBA) MBAH 202: MARKETING MANAGEMENT		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 hours	56 hours
Pedagogy: Lectures, assignments, practical exercises, discussions, seminars, etc.		
Examination: 30 marks continuous evaluation and 70 marks final examination.		
Objectives: 1. To make students understand the core marketing concepts. 2. To analyse the marketing system environment. 3. To analyse the dynamics of purchasing behaviour of consumers 4. To describe global marketing and its dynamics. 5. To understand marketing goals and company sector positioning bases. 6. To identify a conceptual framework covering the basic elements of the marketing mix. 7. To know the importance of digital marketing.		
Course Outcomes: 1. Build a capacity to assess the impact of the marketing feature on the environment. 2. Able to formulate marketing strategies. 3. Understand psychological and sociological factors that influence purchasing. 4. Develop marketing strategies based on goals of product, price, position and promotion. 5. Able to segment the market. 6. Analyse the product life cycle so as to overcome the competition. 7. Analyse the recent trends in marketing.		
Syllabus		Hours
Module No.1: Introduction to Marketing		
Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Core concepts of marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets, Marketing V/S Market Competition, Key customer markets, market places, market spaces, Meta-markets, Digital Markets, Brick & Click Model. Impact of Globalization, Technology and Social Responsibility on Marketing. New Consumer Capabilities, New Company Capabilities. Functions of Marketing Manager. Linkage of Marketing functions with all functions in the organization. Company orientation towards market place: Product – Production - Sales – Marketing –Societal – Relational, Holistic Marketing Orientation. Selling versus marketing. Concept of Marketing Myopia. Marketing Process, Understanding Marketing as Creating, Communicating, and Delivering Value.		
Module No. 2: Segmentation, Target Marketing & Positioning		
Segmentation Concept, Need & Benefits. Geographic, Demographic, Psychographic, Behavioral bases of segmentation for consumer goods and services. Bases for segmentation for business markets. Levels of segmentation, Criteria for effective segmentation. Market Potential & Market Share. Target Market - Concept of Target Markets and criteria for selection. Segment Marketing, Niche & Local Marketing, Mass marketing, Long Tail Marketing. Positioning - Concept of differentiation & positioning, Value Proposition& Unique Selling Proposition.		

Module No.3: Consumer Behavior	
Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps consumer buyer decision process – Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post Purchase behavior. Moment of Truth, Zero Moment of Truth, ZMOT, Moderating effects on consumer behavior.	
Module No. 4: Marketing Mix	
Origin & Concept of Marketing Mix, 7P's - Product, Price, Place, Promotion, People, Process, Physical evidence. Product Life Cycle: Concept & characteristics of Product Life Cycle (PLC), Relevance of PLC, Types of PLC and Strategies across stages of the PLC.	
Module No 5: Product	
Meaning, The Role of Product as a market offering, Goods & Services Continuum, Classification of consumer products- convenience, shopping, unsought goods. Classification of industrial products- materials and parts, capital items, supplies and services. The Product Hierarchy, Product Systems and Mixes, Product Line Analysis, Product Line Length, the Customer Value Hierarchy. New Product Development - Need, Booz Allen & Hamilton Classification Scheme for New Products, Idea Generation to commercialization. Branding: Concept, Definition, Commodity Vs. Brand, Product Vs Brand, Concept of Brand equity.	
Module No 6: Pricing	
Meaning, The Role of Pricing, Importance and Factors influencing pricing decisions. Setting the Price: Setting pricing objectives, determining demand, estimating costs, analyzing competitors' pricing, selecting pricing method, selecting final price. Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing, concept of transfer pricing, Dynamic pricing (surge pricing, auction pricing), Pricing in online marketing (free, premium, freemium). Price Change: Initiating & responding to price changes.	
Module No 7: Place	
Meaning, 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 Options - Introduction to Wholesaling, Retailing, Franchising, Direct marketing, Introduction to Omni channel & hybrid channel options. Market Logistics Decisions - Order processing, Warehousing, Inventory, and Logistics.	
Module No 8: Promotion	
Meaning, 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), Developing Effective Communication - Communication Process, steps in Developing effective marketing communication - identifying target audience, determining communication objectives, designing a message, choosing media, selecting message source, Collecting feedback. Shaping the overall promotion mix: promotional mix strategy, push-pull strategies.	

Module No 9: Digital Marketing Planning and Structure	
Inbound vs Outbound Marketing, Content Marketing, Understanding Traffic, Understanding Leads, and Strategic Flow for Marketing Activities. WWW, Domains, buying a Domain, Website Language & Technology, Core Objective of Website and Flow, One Page Website, Strategic Design of Home Page, Strategic Design of Products & Services Page, Strategic Design of Pricing Page, Portfolio, Gallery and Contact Us Page, call to Action (Real Engagement Happens), Designing Other Pages, SEO Overview, Google Analytics Tracking Code, Website Auditing, Designing Word Press Website. Facebook Marketing Fundamentals, Google Ad Words, YouTube Marketing, Email Marketing - Content Writing.	
Books for Reference: 1. Marketing Management, Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson Publication. 2. Marketing Management, Rajan Saxena, TMGH 3. Marketing, Lamb Hair Sharma, Mc Daniel, Cengage Learning 4. Google AdWords for Beginners: A Do-It-Yourself Guide to PPC Advertising, Cory Rabazinsky, 5. Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales with Email Marketing, Ian Brodie 6. Social Media Marketing All-In-One for Dummies, Jan Zimmerman and Deborah 7. Principles of Marketing, Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson 8. Marketing Management- Text and Cases, Tapan K Panda, Excel Books 9. Marketing Management, Ramaswamy & Namakumari, Macmillan.	

