MBAH 452: MARKETING MANAGEMENT

Workload : 04 hours per week - Total credits: 04
Examination : 3 hours; 30 marks continuous evaluation & 70 marks final examination.
Objectives : This module is intended to offer a comprehensive introduction to the management of marketing functions, structures and institutions and their role in the contemporary economic and social development.
Pedagogy : Lectures, assignments, role play and practical exercises, discussions, seminars.

1. Introduction: Marketing Management and its evolution; the marketing concept; marketing objectives, strategy, mix and organization. Marketing environment – macro and micro environments, components and their impact on marketing decisions.

2. Market Analysis: Segmentation: Meaning, Need, Factors influencing segmentation, Market Aggregation, Basis for segmentation, Segmentation of Consumer/ Industrial markets; Targeting: Basis for identifying target customers, Target Market Strategies; Positioning: Meaning, Product differentiation strategies, Errors in positioning. Marketing Research: Meaning and scope of marketing research; Marketing research process; Competition Analysis.

3. Consumer behavior: Introduction to Consumer behavior and its importance; factors influencing Consumer behavior - economic, socio-cultural and psychological factors; comparing industrial and Consumer buying behavior; Consumer decision making process.

4. **Product decisions:** Meaning and classification of products; New product development; product line and product mix decisions; branding decisions; packaging decisions; concept of product life cycle - implications on marketing strategy; Value Chain.

5. **Pricing decisions**: Role of pricing in marketing; factors influencing pricing; pricing objectives; different approaches to establish prices; new product pricing.

6. **Integrated Marketing Communication and Promotion:** Concept of communication mix, communication objectives, Marketing Communication Model; Promotion Mix - factors influencing promotion mix, an introduction to different promotion tools - Advertising, Sales Promotion, Public Relations, Managing the Sales force; E-maketing; Social Media Marketing.

7. **Distribution decisions**: Factors influencing channel decisions, Major types of Distribution channels - channels for consumer and industrial products; channel design and channel modification decisions; physical distribution and distribution cost analysis.

8. **Rural Marketing in India**: Insight into Indian Rural Market - Emergence of rural market, Importance of rural market, Structure of the rural market - rural demand and rural market index, potential of the rural market, imperfections in rural markets, factors influencing the rural market. Characteristic difference between rural markets and urban markets - Market research/information pertaining to rural market.

9. **Marketing control:** Features of an effective control system; Methods of Marketing control; Marketing audit.

10.**Expanding role of marketing and contemporary issues:** Social Marketing; Marketing and non-profit organizations; marketing of services; consumer protection; Marketing ethics; demarketing; relationship marketing, Global Marketing, Retro Marketing, Virtual marketing.

References:

1. Philip Kotler -Marketing Management - Analysis, Planning and Control - Prentice-Hall, New Delhi.
2. William J Stanton -Fundamentals of Marketing – McGraw- Hill, New Delhi.
3. NikileshDholakia and others.-Marketing Management - Cases and Concepts - TMH
4. Cundiff EW, Still RR and Govani NAP - Fundamentals of Marketing - Prentice Hall
5. JC Gandhi –Marketing- Tata McGraw-Hill, New Delhi.
6. Dr. Gopalaswamy.T.P.- Rural Marketing: problems and strategies – Wheeler Publishing
7. Arun Kumar and N Meenakshi – Marketing management - Vikas publishing House
8. RusselS.Winer- Marketing Management, Pearson Education.
9. V.S. Ramaswamy&Namakumari- Marketing Management- Macmillan Publishers India Ltd,.
10. Velayudhan- Rural Marketing - SAGE Publication.
11. McCarthy, E.J.-Basic Marketing: A managerial approach-Irwin, New York.
12. Stanton, Etzel, Walker-Fundamentals of Marketing-Tata-McGraw Hill, New Delhi
13. Kotler, Keller, Koshy &Jha-Marketing Management: A South Asian Perspective - Pearson Education.
14. Rosalind Masterson & David Pickton-Marketing: An Introduction - Sage Publications.
15. Evans & Berman -Marketing: Marketing in the 21st Century -Cengage Learning.
16. G.C. Beri-Marketing Research -Tata McGraw Hill Pub. Co. Ltd., New Delhi.
17. Neelamegham S- Marketing In India: Cases and Readings -Vikas Publishing House, New Delhi, 4thEdn.
18. Rajagopal – Marketing Management : Text and Cases- Vikas Publishing House, New Delhi.