

Semester	II	Specialization	NA
Course Code	201	Type	Generic - Core
Course Title	Marketing Management		

Course Objectives:	
1	To introduce the concept of Marketing Mix as a framework for Marketing Decision making.
2	To emphasize the need, importance and process of Marketing Planning and Control.
3	To sensitize the students to the dynamic nature of Marketing Function.

Syllabus:

Unit Number	Contents	Number of Sessions
1	<p>New Product Development & Product Life Cycle:</p> <p>1.1 New Product Development :Need for new product development, Booz Allen &Hamilton Classification Scheme for New Products</p> <p>1.2 New Product Development Process: Idea Generation to commercialization.</p> <p>1.3 Branding: Introduction to Branding, Product Vs. Brand, Meaning of a brand, brand equity & brand elements.</p> <p>1.4 Packaging & Labeling: Meaning & role of Packaging & Labeling, Primary, Secondary & Shipment packages</p> <p>1.5 Product Life Cycle: Concept & characteristics of Product Life Cycle, Relevance of PLC, Types of PLC and Strategies across stages of the PLC.</p>	7 + 2
2	<p>Price:</p> <p>2.1Pricing Basics: Meaning, Importance and Factors influencing pricing decisions</p> <p>2.2Setting the Price: Setting pricing objectives, Determining demand, Estimating costs, Analyzing competitors' pricing, Selecting pricing method, Selecting final price.</p> <p>2.3Adapting the Price: Geographical pricing, Price discounts & allowances, Promotional pricing, Differentiated pricing,</p> <p>2.4Price Change: Initiating & responding to price changes.</p>	6 + 2
3	<p>Place:</p> <p>3.1 The Role of Marketing Channels: Channel functions & flows, channel</p>	6 + 2

	<p>levels.</p> <p>3.2 Channel Design Decisions: Analyzing customers' desired service output levels, establishing objectives & constraints, Identifying & evaluating major channel alternatives</p> <p>3.3 Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing , E- Commerce Marketing Practices</p> <p>3.4 Market Logistics Decisions: Order processing, Warehousing, Inventory, and Transportation.</p>	
4	<p>Promotion:</p> <p>4.1 Introduction: The role of marketing communications in marketing effort.</p> <p>4.2 Communication Mix Elements: Introduction to Advertising, Sales Promotion, Personal Selling, Public Relations, Direct Marketing. Concept of Integrated Marketing Communications (IMC)</p> <p>4.3 Developing Effective Communication: Identifying target audience, determining communication objectives, designing the communications, selecting communication channels</p> <p>4.4 Deciding Marketing Communications Mix: Factors in setting marketing communication mix, measuring communication results</p>	10 + 2
5	<p>Marketing Planning & Control:</p> <p>5.1 Product Level Planning: Preparation & evaluation of a product level marketing plan, Nature & contents of Marketing Plans- Executive Summary, Situation Analysis, Marketing Strategy, Financials, Control.</p> <p>5.2 Marketing Evaluation & Control: Concept, Process & types of control - Annual Plan Control, Profitability Control, Efficiency Control, Strategic Control, Marketing audit.</p>	6 + 2

Learning Resources:

1	Text Books	<p>Marketing Management by Philip Kotler, Kevin Lane Keller, Abraham Koshy, Mithileshwar Jha, Pearson , 13th Edition</p> <p>Marketing Management by Rajan Saxena, TMGH, 4th Edition</p> <p>Marketing Management by Dr D B Bharati & Rohan Dahivale</p>
2	Reference Books	<p>MKTG- CENGAGE Learning- Lamb/Hair/Sharma</p> <p>Principles of Marketing by Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Ehasan Haque, Pearson, 13th Edition</p>

		Marketing Management- Text and Cases, Tapan K Panda, 2 nd Edition, Excel Books Marketing Management by Ramaswamy & Namakumari, Macmillan, 4 th Edition.
3	Supplementary Reading Material	Marketing Whitebook (Latest Edition) Brand Equity Supplement of The Economic Times Brand Wagon Supplement of The Financial Express Strategist Supplement of Business Standard Legends in Marketing by Jagdish N. Sheth
4	Websites	NCAER - http://www.ncaer.org/ 2011 Census of India Reports - http://www.censusindia.gov.in/ ASCI - www.ascionline.org/ http://www.marketingpower.com/Pages/default.aspx (American Marketing Association)
5	Journals	IIMB Management Review Vikalpa