

## Course Outline

**Subject: Marketing Management**

**Class: M.Com**

### **Course Objectives:**

Marketing is not just selling or advertising. It is a rigorous, disciplined science that applies a reasoned framework to the selection of target markets and the optimization of marketing decisions. In this course we seek to:

- Introduce to students the key marketing ideas and phenomena, especially the core theme of delivering benefits to customers.
- Develop students' skills in marketing analysis and planning.
- Familiarize students with the tactics of the marketing (Product strategy, advertising and communications [Promotion], and distribution [Place], and Price - 4P's) and enhance problem solving and decision making abilities in these areas.
- How to evaluate the attractiveness of different markets.

### **Course Contents:**

<b>Serial No.</b>	<b>Topics</b>
1	The Field of Marketing, Introductory Concepts. <ul style="list-style-type: none"><li>• Nature and Scope of Marketing</li><li>• Evolution of Marketing</li><li>• The Marketing Concept</li><li>• Ethics and Marketing</li><li>• Importance of Marketing</li></ul>
2	The Dynamic Marketing Environment <ul style="list-style-type: none"><li>• Environmental Monitoring</li><li>• External Macro environment</li><li>• External Micro environment</li><li>• Organization Internal Environment</li></ul>
3	Managing Marketing Information <ul style="list-style-type: none"><li>• Assessing Marketing Information Needs</li><li>• Analysing Marketing Information</li><li>• Other marketing Information Consideration</li><li>• Marketing research process</li><li>• Marketing information systems</li></ul>
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5	Consumer behaviour The Consumer Market Consumer Demographics Consumer purchase decision process. Influences on consumer behaviour: <ul style="list-style-type: none"><li>▪ Social influences</li><li>▪ Psychological Factors</li><li>▪ Situational Influences</li></ul>
6	Business Markets and Buying Behaviour <ul style="list-style-type: none"><li>• Nature and Scope of Business Market</li><li>• Components of the Business Markets</li><li>• Characteristics of Business Market Demand</li><li>• Buying Decision Process in Business\</li></ul>

	<ul style="list-style-type: none"> <li>• Types of Buying Situations</li> <li>• Buying Practices of Business Users</li> </ul>
7	<p>Identifying Marketing Segments and Selecting Target Markets</p> <ul style="list-style-type: none"> <li>• Market Segmentation</li> <li>• Segmenting Consumer Markets</li> <li>• Segmenting Business Markets</li> <li>• Target-Market Strategies</li> <li>• Positioning</li> <li>• Forecasting Market Demand</li> </ul>
8	<p>Product Planning and Development</p> <ul style="list-style-type: none"> <li>• The Meaning of product</li> <li>• Classifications of consumer Goods</li> <li>• Classification of Business Goods</li> <li>• Development of New Products</li> <li>• New Product Adoption and Diffusion</li> <li>• Organizing for Product Innovation</li> </ul>
9	<p>Product Mix Strategies</p> <ul style="list-style-type: none"> <li>• Product Mix and Product Line</li> <li>• The Product Life Cycle</li> <li>• Planned Obsolescence and Fashion</li> </ul>
10	<p>Brands, Packaging, and Other Product Features</p> <p>Brands</p> <ul style="list-style-type: none"> <li>• Branding Strategies</li> <li>• Packaging and Labelling</li> <li>• Design, Colour and Quality</li> </ul>
11	<p>Services Marketing</p> <ul style="list-style-type: none"> <li>• Nature and Importance of Services</li> <li>• The Development of Services Marketing</li> <li>• Managing Services quality</li> <li>• The future of Services Marketing</li> </ul>
12	<p>The marketing mix: Price.</p> <ul style="list-style-type: none"> <li>▪ Nature and importance of pricing.</li> <li>▪ Pricing objectives</li> <li>▪ Factors influencing pricing decision</li> <li>▪ Cost-Plus Pricing</li> <li>▪ Break Even Analysis</li> <li>▪ Prices Based on Marginal Analysis</li> <li>▪ Prices Set in Relation to Market Alone</li> </ul>
13	<p>Developing Price Strategies</p> <ul style="list-style-type: none"> <li>• Price Versus Non Price Competition</li> <li>• Market Entry Strategies</li> <li>• Discounts and Allowance</li> <li>• Geographic Pricing</li> <li>• Special Pricing Strategies and Situation.</li> </ul>
14	<p>Integrated Marketing Communications</p> <ul style="list-style-type: none"> <li>• The role of promotion in marketing</li> <li>• Promotion Methods</li> <li>• Integrated Marketing Communication</li> <li>• The Communication Process and Promotion</li> <li>• Determine the promotional Mix</li> </ul>

	<p>The marketing mix: Promotion strategy.</p> <ul style="list-style-type: none"> <li>▪ Role of promotion in business marketing</li> <li>▪ Developing and implementing the promotional mix.</li> </ul>
15	<p>Advertising, sales promotion and public relations.</p> <ul style="list-style-type: none"> <li>• Nature and Scope of Advertisement</li> <li>• Developing an advertising Campaign</li> <li>• Organizing for advertisement</li> <li>• Sales Promotion</li> <li>• Public Relations</li> </ul>
16	<p>Personal Selling and Sales Management</p> <ul style="list-style-type: none"> <li>• Nature of Personal Selling</li> <li>• Changing Patterns in Personal Selling</li> <li>• Personal Selling Process</li> </ul>
17	<p>Direct Marketing</p> <ul style="list-style-type: none"> <li>• The new Direct Marketing Model</li> <li>• Benefits and Growth of Direct Marketing</li> </ul>
18	<p>The marketing mix: Distribution</p> <ul style="list-style-type: none"> <li>▪ Designing distribution channel.</li> <li>▪ Selecting the type of channel.</li> <li>▪ Conflicts and Control in Channels</li> </ul>
19	<p>Retailing</p> <ul style="list-style-type: none"> <li>• Nature of Retailing</li> <li>• Retailers classified by marketing strategies</li> <li>• Non Store Retailing</li> </ul>
20	<p>Whole selling and Physical Distribution</p> <ul style="list-style-type: none"> <li>• Nature and Importance of Whole Selling</li> <li>• Merchant Whole sellers</li> <li>• Agents whole selling Middle man</li> <li>• Tasks in physical distribution management</li> </ul>
21	<p>Strategic Planning</p> <p>Corporate &amp; Division Strategic Planning</p> <p>Defining Corporate Mission</p> <p>Establishing Strategic Business Units</p> <p>Business Unit Strategic Planning</p> <p>Nature and Contents of a Marketing Plans</p>
22	<p>Customer Satisfaction, Value and Retention</p> <p>Defining Customer Value &amp; Satisfaction</p> <p>Nature of High Performance Businesses</p> <p>Delivering Customer Value and Satisfaction</p> <p>Attracting &amp; Retaining Customers</p> <p>Customer Profitability</p> <p>Company Profitability</p>
23	<p>Marketing in the Digital Age</p> <ul style="list-style-type: none"> <li>• Major Forces Shaping the Digital Age</li> <li>• Marketing Strategy in the Digital Age</li> <li>• E-Marketing Domains</li> <li>• Conducting E-Commerce</li> </ul>
24	<p>Marketing and Society</p> <ul style="list-style-type: none"> <li>• Social Criticism of Marketing</li> <li>• Marketing Impact on Individual Consumer</li> <li>• Marketing Impact on society</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Marketing Impact on other business</li><li>• Marketing Ethics</li></ul> |
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**Recommended Text:**

1. Kotler, Philip. (2002) "*Marketing Management*". Latest Edition, Prentice- Hall.
2. Stanton, Etzel, Walker. (2004), *Marketing*, Latest edition, McGraw-Hill.
  
1. Krishnamacharyulu, Ramakrishan. (2005), *Rural Marketing Text and Cases*, Pearson Education.
2. Kotler, Philip, Jain C Dipak, *Marketing Moves (A New Approach to Profits, Growth, and Renewal)*, Harvard Business School Press.
3. Marketing :An Introduction by Kotler, Gary Armstrong