

Syllabus Outline

1. GENERAL

Marketing Management is the first basic course in *Marketing*. This course provides basic understanding of *Marketing Management*. It sensitizes participants about the role, responsibility and accountability of *marketing* department and *marketing* managers. No doubt marketing as a discipline within organizations has evolved over the years and the role of *marketing* managers as decision makers has been increasingly viewed as critical to private, government and non-government organizations. This course prepares students to apply theoretical, conceptual and practical understanding of the subject to take decisions related to marketing in an organization. Through multiple methodologies it prepares participants to take real time decisions in a classroom set up and replicate the same in any challenging environment.

1.1 COURSE TITLE: **Marketing Management**

1.2 COURSE NUMBER: **MT5701**

1.3 CONTACT HRS: (30 Hours- Teaching & 10 hours- Project) Credits: 08

1.4 SEMESTER -OFFERED:

1.5 PREREQUISITE: Basic understanding of Economics, Accounting, OB

1.6 SYLLABUS COMMITTEE MEMBER:

Dr. S K Kar & Dr. Saroj Mishra

2. OBJECTIVE

- Developing deeper understanding of the business environment for developing successful marketing strategy.
- Understanding the marketplace and customer needs-developing customer oriented strategies.
- Designing market offerings-products, services and experiences for building sustainable markets and creating leadership positions in the industry.
- Developing and implementing marketing strategies.

Unit I (04 hours)

- Introduction to marketing
- Scanning and analyzing business environment

Unit II (08 hours)

- Analyzing consumer markets and consumer behavior
- Analyzing business markets- B2B
- Dealing with the competition

Unit III (06 hours)

- Segmentation, Targeting, and positioning
- Creating brand equity

Unit IV (06 hours)

- Developing marketing mix and strategies
- Developing pricing strategies: Formulation and implementation
- Packaging strategies

Unit V (06 hours)

- Retailing
- Advertising and Sales Promotion
- Digital marketing

1.1 TEXT BOOKS:

○ Marketing Management: A South Asian Perspective by, Kotler, P; Keller, K.L; Koshi ,A and Jha, M. 14th Edn., Pearson.

1.2. Reference Books:

○ Principles of Marketing by Kotler, Armstrong, Agnihotri and Haque, 13th Edition, Pearson.

○ Analysis for Marketing Planning by Lehman, D and Winner, R S, 6th Edition, The McGraw-Hill Companies.

5. Course Outcomes:

On the completion of this course the participants are expected to:

- Learn to design, execute and operationalize marketing strategies.
- Learn application of marketing theories and practices.
- Learn and apply modern marketing techniques.