

<b>Subject Code:</b> 1CM2010201	<b>Subject Title:</b> ADVANCED MARKETING MANAGEMENT
<b>Subject Type :</b> CORE COURSE	<b>Course Objective:</b> The course targets to develop understanding of the advance marketing functions and strategies among students of commerce.

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	<b>Introduction to Marketing Management:</b> Concept, nature, scope and importance of marketing concept and its Evolution, Marketing Mix, Strategic Marketing Planning- an overview. Role of Marketing in Organizations. Customer Satisfaction through Quality, Service and Value. Marketing Process and Marketing Planning.	15	25%
2.	<b>Analyzing Market Opportunities:</b> Marketing Information System and Market Research. Analyzing the Marketing Environment- Economic, Demographic, Socio-Cultural, Technical, Political & Legal. Buying Behaviour- Consumer, Business & Industrial. <b>Selecting Target Markets and Product Policy:</b> Measuring and Forecasting Market Demand. Identifying Market Segments and Selecting Target Markets. New Product Development. Managing Product Life Cycles. Managing Product. Managing Service- Idea, Institution, Person, Place and Event.	15	25%
3.	<b>Pricing, Distribution and Promotion:</b> <b>Pricing:-</b> Concept- Objectives -factors influencing pricing- Pricing policies strategies and methods. <b>Channels of Distribution and Logistics.</b> Concept - Marketing Channels - Nature and significance- Role of middle men in marketing channels - Factors influencing channel selection - Channel levels - Whole sellers and retailers- Concept – Functions – Emerging trends in retailing- Formats of retail stores – Online marketing. <b>Promotion Strategies-</b> Advertising, Sales Promotion & Public Relations.	15	25%
4.	<b>Contemporary Issues in Marketing:</b> Social, Ethical and Legal aspects of Marketing. Issues in International Marketing. Rural Marketing. Retail Marketing. Marketing Challenges in Contemporary business scenario.	15	25%

**References Books:**

1. Arun Kumar, N. Meenakshi, Marketing Management, Vikas Publications.
2. Candiff, E.W, Still, R.R. & Govini, NAP: Fundamentals of Modern Marketing (Prentice Hall of India, N. Delhi, 1992)
3. Dr. R.L.Varshney and Dr. S.L. Gupta, Marketing management Text and cases, Sulthan Chand & sons.
4. Kotler & Armstrong : Principles of Marketing (Prentice Hall of India, N. Delhi, 2005).
5. Kotler, Philip: Marketing Management Analysis, Planning Implementation and Control (Prentice Hall of India, N. Delhi, 2005)
6. Stanton, William J: Fundamentals of Marketing (McGraw Hill, 2005)