

Subject Code:1MS1010402

Subject Title: Marketing Management -II

- 1. Course Objectives:** This Subject deals with various concepts of marketing and will help the students to understand environment of marketing and to understand concepts of consumer behavior and Industrial behavior which will help students to take practical decisions as a manager. To understand social, legal, and ethical forces on marketing decision-making. Role of marketing in business and society, recent Issues and Developments in Marketing.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)			
				University Assessment		Internal Assessment	
				Theory	Practical	Theory	Practical
4	-	-	4	70 Marks	-	30 Marks	-

3. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Marketing Environment Meaning of Marketing Environment, Need and Importance for environment analysis, Nature of the Marketing Environment, Trends in Marketing Environment.	12	25%
2	Buyer Behavior Consumers markets and Industrial Market ; model of Consumer behavior, Factors influencing behavior, Buying behavior process characteristics of Industrial market, major influencing factor on industrial buying behavior types of buying decision and how to make buying decision.	12	25%

3	Market Segments and Target Marketing Market segmentation on different basis and target marketing strategies. Consumerism and Consumer protection Concept, Causes, consumer movement in India	12	25%
4	Issues and Developments in Marketing: Social, legal and ethical aspects of marketing, Marketing of services, International marketing, Green marketing, M-Marketing, Cyber marketing, Relationship marketing and other developments of marketing.	12	25%

4. Suggested Readings

Books:

1. Marketing Management by Philip Kotler, Pearson prentice Hall, New Delhi
2. Marketing Management by S.A. Sherlekar, Himalaya Publication house, Mumbai.
3. Fundamentals of Marketing Management by Prof.S.A.Sherlekar and R. Krishnamurthy, Himalaya Publication house, Mumbai.
4. Basics of Marketing management by Dr. R. B. Rudani,, S.Chand & Company Ltd, New Delhi.