

Subject Code: 1MS2010205	Subject Title: Elements of Marketing
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1. Course Objectives and Outline:

Managing marketing function in the constantly changing business environment is an essential requirement for business success. The objective of this course is to train students to apply concepts and techniques in marketing so that they become acquainted with the duties of a marketing manager. Students will be exposed to the development, evaluation, and implementation of marketing management in a variety of business environments. Specifically, this course seeks to develop the students' skills in applying the analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning; product offering; pricing; distribution channels and marketing communications. It provides an understanding of the theories of the marketing mix variables, and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Continuous Assessment	
4	-	-	4	60	40	100

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Defining Marketing Core Concepts in Marketing Marketing Strategies & Plans Analyzing Business and Consumer Markets	12	25%
2	Creating Customer Value, Satisfaction & Loyalty Segmentation & Targeting Dealing with Competition	12	25%
3	Creating Brand Equity and Positioning Designing Product Strategy and Managing Services Introducing New Marketing Offerings Designing and Executing Pricing Strategies	12	25%
4	Designing and Managing Marketing Channels – Retailing – Wholesaling – Logistics Designing and Executing Promotion Strategies – Managing Advertising, Sales Promotions, Events, and	12	25%

	Public Relations – Managing Direct Marketing. Word of mouth and Personal Selling		
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4. Course Pedagogy

This course is taught with both strategic and managerial focus. Pedagogy for this course involves real life cases, discussions, exercises, video cases and activities, students would be given opportunities to perform the role of a marketing manager. At the end of this course, participants should have acquired analytical skills in solving marketing related problems and challenges and be familiar with the strategic marketing management process.

5. Suggested Readings

a. Books

Sr. No.	Books
1	Marketing Management - A South Asian Perspective; By Kotler, Keller , Koshy and Jha; Pearson Education; Latest Edition
2	Marketing Management - Indian context; By Ramaswami & Namakumari; Macmillan(India) Limited , Latest Edition
3	Principles of Marketing; By Philip Kotler and Gary Armstrong; Pearson Education; Latest Edition

b. Journals/Magazines

- International Journal of Research in Marketing, By European Marketing Academy
- International Journal of Marketing Studies, By Canadian Center of Science and Education
- Indian Journal of Marketing, By Associated Management Consultants Private Limited
- ELK Asia Pacific Journal of Marketing and Retail Management, By ELK Asia Pacific Journals
- South Asian Journal of Marketing and Management Research, By South Asian Academic Research journals
- Business Today
- Outlook Business
- Business World

c. Web-Links

- <http://www.mbaskool.com>
- <http://yourstory.com>
- <http://www.exchange4media.com>
- <http://www.adageindia.in>
- <http://www.campaignindia.in>
- <http://www.ibef.org>
- <http://thirdeyesight.in>

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%