

Subject Code: 1MS3010303

Subject Title: Essentials of Marketing Management

1. Course Overview

World-renowned management consultant, Peter Drucker said, "Marketing is the only distinguishing and unique function of business and there is only one valid definition of business purpose which is to create a customer." Marketing management permits an organization to track, study and analyse their marketing resources and activities. In this Marketing Essential course, students will learn the basics of marketing subject and along with that they will be familiarised to implement marketing concepts for business and real world conundrums. Also, customer needs are not static and they are advancing with the change in time. In order to gauge the evolving customer needs, wants and requirements, marketing activities have to be adaptive. Hence, Marketing Essentials course is designed in such a way to get learners well acquainted with marketing activities, strategies and implications. Furthermore, this course has been assessed and developed considering semester III-iMBA students, who are novice to the field of marketing.

2. Course Objectives

During the course, participants will learn

- basic principles, concepts, tools and practices of marketing.
- application of marketing concepts in real world setting.
- to create customer value, high-tech customer relationship and gain loyal customers.
- customer segmentation, targeting and positioning for different businesses.
- understanding about marketing plan and strategies for marketing plan.
- how to conduct marketing research
- business to customer and business to business buying processes.
- 4P's and 4 A's framework of marketing activities in brief.

3. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit			Total
				University Total Assessment	Continuous Assessment	
3	1	0	4	60	40	100

4. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction to Marketing The Value of Marketing The Scope of Marketing: What is Marketing?, What is Marketed?, Who Markets? Core Concept of Marketing: Needs, Wants & Demands, Segmentation, Targeting and Positioning for competitive advantage, Value and Satisfaction, Offering and brands, Marketing Channels, Supply Chain etc. Evolution of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Concept and Holistic Marketing Concept	11	25%
2	Understanding about 4P's and 4A's of marketing framework. Developing Marketing Strategies and Plans. Marketing and Customer Value: The Value-Delivery Process, The value Chain, Core Competencies. Marketing Plans: Elements and levels of a marketing plan	11	25%
3	Marketing Environment and Marketing Research Process Scanning the Marketing Environment, and Conducting Marketing Research: Marketing Research process: 6 steps of research process Analysis of Micro and Macro-Environment, Competitor analysis: Identifying competitors, Assessing competitors, Porter's 5 force model, Measuring marketing productivity.	11	25%
4	Concept of Buyer Behaviour: Detailed Analysis of Factors Affecting Consumer Behaviour: Cultural Factors, Social Factors, Personal Factors, and Psychological Factors: Perception, Learning, Emotions,	11	25%

	Memory Buying Decision Process:The five-stage model and Managerial Implications (B2C). Analysing Business Markets: What is organisational buying?, The business market Vs. consumer markets, Participants in business buying process, stages in buying process (B2B).		
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5. Suggested Readings

Text Books

Author /s	Publication	Title
Philip Kotler, Gary Armstrong and Prafulla Agnihotri (17 th edition)	Pearson Education	Principles of Marketing

Reference Books

Author /s	Publication	Title
Philip Kotler and Kevin Keller (15 th edition)	Pearson Education	Marketing Management
Lamb, Hair, Sharma, McDaniel	Cengage Learning	Principles of Marketing
Kotler, Keller, Koshy and Jha (14 th edition)	Pearson Education	Marketing Management

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination * For the written examination, the open book examination may be opted by the paper setter appropriately	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%
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