

Subject Code: 1MS3010402	Subject Title: Advanced Marketing Management
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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 product(acceptability), price(affordability), place(accessibility) and promotions(awareness) strategies and along with that they will be familiarised to implement such strategies 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 strategies have to be adaptive. Hence, Marketing Essentials course is designed in such a way to get learners well acquainted with Segmentation, Targeting and Positioning, 4 P's marketing, branding, competitive framework, advertising activities, public relation strategies and implications. Furthermore, this advance course has been assessed and developed considering semester IV-iMBA students, who are already familiar to the basic marketing course in the semester III of iMBA course.

2. Course Objectives

During the course, participants will learn

- how to segment and targeting of the market, and positioning of products and services.
- customer segmentation, targeting and positioning for different goods (examples).
- application of product, price, place and promotion strategies in real world setting.
- how to create, manage and measure a brand and develop brand equity.
- how to create awareness and promotion for diverse products and services.
- 4P's and 4 A's framework of marketing activities in detail for both urban and rural areas.

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 Defining marketing for 21st Century. Importance of marketing. Identifying Market Segments and Targets :Level of Market Segmentation Bases of consumer markets: Geographic, Demographic, Psychographic and Behavioural Segmentations Bases of segmentation for business markets Market targeting: Effective segmentation criteria,Evaluating and selecting the market segments.	11	25%
2	Competitive analysis and framework: Competitive forces, Competitive strategies for market leaders, market challenger, market-follower, market-nicher. Creating Brand Equity: What is a brand? What is brand equity?, Building brand equity, measuring and managing brand equity. Crafting the brand positioning: Competitive frame of reference, points-of-parity and points-of-difference, differentiation strategies, Product life cycle strategies.	11	25%
3	4P's and 4A's of marketing and framework. Setting product strategies: Product characteristics and classifications, product differentiations, Product and brand relationships (Product line, length, width and consistency) Setting service strategies:the nature and definition of service, characteristics of services and categories of service mix. Setting pricing strategies:understanding pricing : five steps of setting the price. Setting place strategies: Marketing channels and value networks and the role of marketing channels, channel function and flows, channel levels.	11	25%

4	Promotion Strategies: Managing Mass Communications, Developing and managing an advertising program, 6 M's advertising, definitions and objectives of sales promotion and public relations. Nine stages of a new product introductions. Tapping to the global marketplace. Marketing Ethics: Definitions, characteristics of Marketing Ethics. Socially responsible marketing, Contemporary examples from the marketing world.	11	25%
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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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