

COURSE CODE: 2CM2010201	COURSE TITLE: ADVANCED MARKETING MANAGEMENT COURSE TYPE : CORE COURSE
COURSE OBJECTIVE: 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.	Introduction to Marketing Management: 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.	Analyzing Market Opportunities: Marketing Information System and Market Research. Analyzing the Marketing Environment- Economic, Demographic, Socio-Cultural, Technical, Political & Legal. Buying Behaviour- Consumer, Business & Industrial. Selecting Target Markets and Product Policy: 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.	International Marketing Mix Decisions: Product Strategies, Branding and Packaging Decisions, Pricing strategies, Sales Promotion and Advertising Strategies, Distribution and Logistics, Documentation in International Trade Pricing and Promotional Strategies for Rural Markets: micro marketing, Distribution strategies for rural markets, Problems of Rural Marketing in India	15	25%
4.	International Marketing and World Environment: Political Factors, legal Factors, Cultural Factors, Technological Factors,	15	25%

	Regional Trade Areas (RTAs) and it's implication for International Marketers. Strategic Marketing Process: Organizational growth strategy Market expansion choices Target market selection Positioning strategies		
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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)