

COURSE CODE: 2CM2010216	COURSE TITLE: ADVANCED MARKETING CONCEPTS AND STRATEGIES
SEMESTER-2 COURSE TYPE : Specialization: Elective Course: Advanced Business Management	
COURSE OBJECTIVE: To get expertise knowledge in marketing concepts and strategies relating to it and corporate issues and emerging marketing issues.	

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.	Marketing Concept: Market, Marketing, Marketing Management. Importance of Marketing, Scope of Marketing, Production Concept, Product Concept, Selling concept, Marketing Concept, Societal concept. Demand related task i.e Negative Demand, No Demand, Latent Demand, Declining Demand or Falling Demand, Full Demand, Irregular Demand, Overfull Demand, Unwholesome Demand.	15	25%
2.	Marketing Mix Analysis: Meaning of Product, Product Life Cycle and its Strategy, New Product Development- Meaning, Process and Problem related to New Product Development. New Product Acceptance, causes of product failure.	15	25%
3.	Pricing Decision: Definition, Different names/words used for pricing, Objectives of Pricing, Factors affecting Pricing Decisions, Pricing Methods i.e Mark Up Pricing, Perceived Value Pricing, Going Rate Pricing, Sealed bid Pricing, Target Return Pricing, Break Even Analysis	15	25%
4.	Analyzing Competitors: Meaning, Identifying Competitors and their strategy, SWOT Analysis Strategic Marketing: Meaning, Significance, Process of Strategic Marketing, Factors affecting to Marketing Mix Strategy.	15	25%

References Books:

1. Principles of Marketing- Philip Kotler
2. Fundamental of Marketing Management by Stanton.
3. Basics of Marketing Management by Dr. R.B Rudani.