

Branch Name:	MANAGEMENT
Program Code:	MS201
Course Name:	Elements of Marketing
Course Code:	2MS2010205T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) To understand the concepts of marketing management
- 2) To learn about marketing process for different types of products and services
- 3) To understand the tools used by marketing managers in decision situations
- 4) To understand the marketing environment

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Course Contents:

Sr No.	Topic	Total Hours	Weightage (%)
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 Public Relations Managing Direct Marketing. Word of mouth and Personal Selling	12	25%

Text Books:

Sr. No.	Books
1	Marketing Management - A South Asian Perspective; By Kotler, Keller , Koshy and Jha; Pearson Education; Latest Edition

Reference Books:

Sr. No.	Books
1	Marketing Management - Indian context; By Ramaswami & Namakumari; Macmillan(India) Limited , Latest Edition
2	Principles of Marketing; By Philip Kotler and Gary Armstrong; Pearson Education; Latest Edition
3	Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill.

List of Open Source Software/learning website:**LAB/Practical**

1. Students should be taken to Industrial Visit to understand management process
2. Expert talk from Managers can be arranged for students to understand Manager's role

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To demonstrate strong conceptual knowledge in the functional area of marketing.	2 Understand
CLO2	To understand relevant functional areas of marketing and its application.	2 Understand. 1 Remember
CLO3	To apply analytical skills in identification and resolution of problems pertaining to marketing management.	3 Apply, 4 Analyze
CLO4	To Identify the roles of advertising, sales promotion, public relations, personal selling and direct marketing in the promotion mix	2 Understand, 4 Analyze
CLO5	Analyze and compare best marketing techniques and practices according to various industry	4 Analyze, 5 Evaluate
CLO6	To develop marketing plan along with various effective marketing strategies.	6 Create

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
CLO1	H		M	M	M				M	
CLO2	H			M		M				M
CLO3		H	H							H
CLO4	H				H		M			
CLO5	H			H					H	
CLO6	H						H	H		H

H: High, M: Medium, L: Low