

|                              |                                    |
|------------------------------|------------------------------------|
| <b>Branch Name:</b>          | MANAGEMENT                         |
| <b>Program Code:</b>         | MS301                              |
| <b>Course Name:</b>          | Essentials of Marketing Management |
| <b>Course Code:</b>          | 2MS3010303T                        |
| <b>Pre-requisite Course:</b> |                                    |

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

**Subject Contents:**

| Sr.<br>No. | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Total<br>Hours | Weightage<br>(%) |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------|
| 1          | Introduction to Marketing<br>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 | 12             | 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                                                                                                                                                                                                                                        | 12             | 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 models, Measuring marketing productivity.                                                                                                                                       | 12             | 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).                | 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 Learning Outcomes | Program Outcomes(POs) |     |     |     |     |     |     |     | Program Specific Outcomes(PSOs) |      |
|--------------------------|-----------------------|-----|-----|-----|-----|-----|-----|-----|---------------------------------|------|
|                          | PO1                   | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | 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**