

Branch Name:	Management
Program Code:	MS301
Course Name:	Advanced Marketing Management
Course Code:	2MS3010402T
Pre-requisite Course:	Commerce & Trade, Business. Forms of Business, Economics, Industry

Course Objectives:

- 1) To enhance students knowledge about marketing theories, principles, strategies and concepts and how they are applied
- 2) To provide students with opportunities to analyze marketing activities within the firm
- 3) To allow students to apply marketing concepts and theories to realistic marketing situations.

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

Subject Contents:

Sr No.	Topic	Total Hours	Weightage (%)
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.	12	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.	12	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	12	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 new product introductions. Tapping to the global marketplace. Marketing Ethics: Definitions, characteristics of Marketing Ethics. Socially responsible marketing, Contemporary examples from the marketing world.	12	25

Text Books:

Sr. No.	Books
1	Principles of Marketing Philip Kotler, Gary Armstrong and Prafulla Agnihotri (17 th edition) Pearson Education

Reference Books:

Sr. No.	Books
1	Marketing Management Philip Kotler and Kevin Keller (15th edition) Pearson Education
2	Marketing Management Kotler, Keller, Koshy and Jha (14th edition) Pearson Education
3	Principles of Marketing Lamb, Hair, Sharma, McDaniel Cengage Learning

List of Open Source Software/learning website:

1. "Management Concepts and Applications/Management" available on
2. https://en.wikibooks.org/wiki/Management_Concepts_and_Applications/Management
3. <http://www.managementconcepts.com/>
4. http://www.managementstudyguide.com/planning_function.htm

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	Understanding of the basic terms used in marketing and the differences between them.	1 Remember, 2 Understand
CLO2	Familiarity with the concept of Marketing as a business function in organisations.	2 Understand
CLO3	Develop a marketing strategy using an understanding of customer approach	3 Apply
CLO4	Design appropriate promotional strategies for various products.	3 Apply, 4 Analyze
CLO5	Integrate all the marketing activities and create promotional plans along with marketing plans.	4 Analyze, 5 Evaluate
CLO6	Select appropriate market segmentation techniques to determine the appropriate market for a specific product.	5 Evaluate, 6 Create

Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H								M	
CLO2		H								
CLO3	H		H		H	M				M
CLO4					H		M	H	H	
CLO5	H		H							
CLO6	H	H				H		H		H

H: High, M: Medium, L: Low
