

Branch Name:	Management
Program Code:	MS101
Course Title:	Marketing Management
Course Code:	22-BAM205-1C

Course Objectives:

1. To provide students with a comprehensive understanding of fundamental marketing concepts, strategies, and the ability to analyze the marketing environment to meet customer needs effectively.
2. To provide students with a comprehensive understanding of product development, lifecycle management, market segmentation, branding, and pricing strategies.
3. To provide students with an in-depth understanding of consumer behavior, including buying motives, motivational research, and the factors influencing consumer decisions.
4. To equip students with knowledge of advertising, sales promotion, personal selling, customer relationship management, and contemporary marketing strategies.
5. To provide the dynamic world of marketing through real-world scenarios and cutting-edge trends. By analysing case studies and exploring emerging issues.

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	
3	1	0	4	50	50	-	-	100

Course Contents:

Unit No	Topic	Total Hours	Weightage (%)
1	Marketing Concept: Definitions Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analysing marketing environment: micro, macro environment	14	23%
2	Product & Pricing: Product definition, new product development process, and product life cycle, Segmentation, Target, Positioning, branding, packaging and labelling decisions, product-mix, product-line, Product Pricing-Concept, nature and scope of product pricing decisions, objectives and strategies of Pricing.	14	23%
3	Consumer Behaviour: Concept of consumer behaviour, buying motives, study of consumer behaviour and motivational research – its types, nature, scope and role, factors influencing consumer behaviour	14	23%
4	Advertising: Advertising Objectives, AIDA model, Promotion: Sales, Kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion, Personal Selling: Concept, Features, Functions, Steps/process involved in Personal Selling. CRM: Meaning, Relationship Marketing Vs. Relationship Management, Significance of Customer Relationship Management Marketing- Green Marketing, Agile Marketing	14	23%
5	Case discussions and emerging Issues in Marketing Management	04	08%
	Total Hours	60	100%

Text Books:

- Kotler,P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
- Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
- Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
- 4.Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

Reference Books:

- Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.
- Kumar, A & Meenakshi, N. Marketing Management (Latest Edition) New Delhi; Vikas Publishing House.
- Tapan Panda: Marketing Management, (Excel Books)

Course Outcomes (CO):

After completion of the course, the students should be able to:

1. Understand and explain key marketing concepts and their importance and differentiate between various marketing concepts and their strategic implications.
2. Understand and define key concepts related to products and pricing, learn the new product development process and product life cycle.
3. Understand the concept of consumer behaviour and its significance.
4. Understand and articulate advertising objectives and the AIDA model and learn the significance of customer relationship management (CRM).
5. To Gain a deeper understanding of the dynamic nature of marketing and its role in the contemporary business landscape.

Mapping of CO with PO and PSO

Course Outcomes	Program Outcomes (POs)							Program Specific Outcomes (PSOs)
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1
CO1	H				L			L
CO2	M	L	H			L		
CO3		H	M	M		M	L	M
CO4	M	H			M			H
CO5				L			H	

H: High, M: Medium, L: Low