

Branch Name:	M.com
Program Code:	CM 201
Course Name:	Advanced Marketing Management
Course Code:	3CM2010201
Pre-requisite Course:	Understanding concepts of Marketing, Marketing mix, Pricing, Advertising, Sale promotions, services marketing & online marketing.

Course Objectives:

1. The course targets to develop understanding of the advance marketing functions and strategies among students of commerce.
2. To make the students aware about opportunities available in market.
3. To give the basic understanding about advertising, sales promotions, Personal selling & Distribution channel.
4. To understand the concepts of international marketing environment and world 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	50	50	--	--	100

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1	Introduction to Marketing Management: Concept, nature, scope and importance of marketing concept and its Evolution, Marketing Mix, Strategic Marketing Planning- an overview. Role of Marketing in Organizations. Customer Satisfaction through Quality, Service and Value. Marketing Process and Marketing Planning.	15	25%
2	Segmentation, Targeting and Positioning Market Segmentation , Objectives, and Significance of Market Segmentation; Bases for Segmenting Consumer Market & Business Market: Market Targeting: Concept of Target Market and Market Targeting; Positioning: Positioning for Competitive advantage, choosing and implementing positioning strategies.	15	25%
3	International Marketing Mix Decisions: Product Strategies, Branding and Packaging Decisions, Pricing strategies, Sales Promotion and Advertising Strategies, Distribution and Logistics, Documentation in International Trade Pricing and Promotional Strategies for Rural Markets: micro marketing, Distribution strategies for rural markets, Problems of Rural Marketing in India	15	25%
4	International Marketing and World Environment: Political Factors, legal Factors, Cultural Factors, Technological Factors, Regional Trade Areas (RTAs) and it's implication for International Marketers. Strategic Marketing Process: Organizational growth strategy, Market expansion choices Target market selection, Positioning strategies	15	25%

Text Books:

1. Marketing Management, - Arun Kumar, N. Meenakshi, -Vikas Publications.
2. Basics of Marketing Management (Theory & Practice) By R. B. Rudani

Reference Books:

1. Candiff, E.W, Still, R.R. & Govini, NAP: Fundamentals of Modern Marketing (Prentice Hall of India, N. Delhi, 1992)
2. Dr. R.L.Varshney and Dr. S.L. Gupta, Marketing management Text and cases, Sulthan Chand & sons.
3. Kotler & Armstrong: Principles of Marketing (Prentice Hall of India, N. Delhi, 2005).
4. Kotler, Philip: Marketing Management Analysis, Planning Implementation and Control (Prentice Hall of India, N. Delhi, 2005)
5. Stanton, William J: Fundamentals of Marketing (McGraw Hill, 2005)

List of Open-Source Software/learning website:

1. <https://www.youtube.com/watch?v=fj0sVtpdTYk>
2. https://www.youtube.com/watch?v=KILsxmXUm_M
3. <https://www.youtube.com/watch?v=PptQj8SSHJE>

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

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, scope, and evolution of marketing, including marketing mix, marketing process, and strategic marketing planning.	2 Understanding
CLO2	Analyze market segmentation, targeting, and positioning strategies for both consumer and business markets.	1 Remembering
CLO3	Apply international marketing mix decisions including product, pricing, promotion, and distribution strategies in global markets.	4 Analyzing
CLO4	Evaluate pricing and promotional strategies for rural markets, considering challenges and distribution issues in the Indian context.	2 Understanding 5 Evaluating
CLO5	Analyze the impact of global environmental factors such as political, legal, cultural, and technological forces on international marketing decisions.	2 Understanding
CLO6	Develop strategic marketing plans incorporating organizational growth strategies, market expansion, and positioning for competitive advantage.	1 Remembering

Mapping of CLOs with Pos & PSOs: -

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

H: High, M: Medium, L: Low