Marketing Management

Course Code	21BA2T3	Year	I	Semester	II
Course Category	Core	Branch	Business Administration	Course Type	Theory
Credits	4	L-T-P	4-0-0	Prerequisites	Nil
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes		
Upon successful completion of the course, the student will be able to:		
CO1	**Make use of the concepts** the marketing role and functions and use the external and internal marketing environment information of a company to identify and prioritize appropriate marketing strategies.	L3
CO2	**Apply** the key analytical frameworks and tools used in marketing when it comes to product management, segmentation and product targeting	L3
CO3	**Evaluate** critical judgment through marketplace involvement and reflection of new product developments, promotional mix and distribution management	L5
CO4	**Analyze** the ways in which intermediaries use marketing tools and techniques to interact with their customers and carry out their marketing obligations in an ethical way.	L4
CO5	**Create** the marketing and digital marketing strategies and their role in both commercial and non-commercial settings in achieving organizational success.	L6

	Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)												
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PSO1	PSO2
CO1	3	3	-	3	-	-	-	3	3	3	-	3	-
CO2	3	3	-	3	-	-	-	3	3	3	-	3	-
CO3	3	3	-	3	-	-	-	3	3	3	-	3	-
CO4	3	3	-	3	-	-	-	3	3	3	-	3	-
CO5	3	3	-	3	-	-	-	3	3	3	-	3	-

SYLLABUS		
Unit No.	Contents	Mapped CO
I	**Introduction to Marketing:** Concepts & evolution - Indian Marketing Environment - Role and functions of the Marketing Department; Market research: Concepts in demand - Market research - Forecasting and measurement – Market data analysis.	CO1 CO2
II	**Market Segmentation and Targeting:** Identification of Market Segments - Consumer and Institutional/corporate Clientele - Segmenting Consumer Markets: Segmentation Basis, Selecting Target Markets, Segmentation and Targeting as a Basis for Strategy Formulation. Developing and Communicating a Positioning Strategy.	CO1 CO2 CO3
III	**Product Management:** Product life cycle - Product mix and line - Branding and classification. New product development- Market testing -	CO2 CO3

	Commercialization. Pricing strategy: Factors influencing pricing -Responses to competitor's price changes.	
IV	**Sales Promotion and Distribution Management:** Promotional mix – Communication strategies; Channel function and flows - Channel levels - Channel management decisions.	**CO3** **CO4**
V	**Digital Marketing:** The Role of Social Media Marketing – Email Marketing – Google AdWords - Creating accounts - types - Search Engine Marketing (SEM).	**CO3** **CO4** **CO5**

Case Study Compulsory. Relevant cases have to be discussed in each unit.

Learning Resources
Text Books:
1. Philip Kotler & Keven Lane Keller (2016), "Marketing Management", 15/e, Pearson Publishers.   2. Dr. K. Karunakaran (2017), "Marketing Management", Himalaya Publishing House, Mumbai.
Reference Books:
1. Chhabra T.N., Grover S.K. (2009), "Marketing Management", Dhanpat Rai and Co., New Delhi.   2. Rajan Saxena (2009), "Marketing Management, Tata McGraw Hill, New Delhi.   3. Boone and Kurtz (2007), "Principles of Marketing", Cengage Learning, New Delhi.   4. Pearson and Puneet Singh Bhatia (2019), "Fundamentals of Digital Marketing", Pearson Publishers, New Delhi.   5. Philip Kotler (2017), "Marketing 4.0: Moving from Traditional to Digital", Wiley Publishers, 15th Edition.
e- Resources & other digital material:
1. https://nptel.ac.in/courses/110/104/110104068/   2. https://nptel.ac.in/courses/110/104/110104070/