

II BBA- II SEMESTER

17BB202-MARKETING MANAGEMENT

Course Description and Objective:

The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm. Students will learn importance of STP in Marketing management, marketing mix decisions, PLC and New product development process, important aspects of Service marketing.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. Understand fundamentals of marketing
2. Understand importance of STP in Marketing management
3. Marketing mix decisions
4. PLC and New product development process
5. Important aspects of Service marketing

UNIT-I

- 10 Hrs

Introduction: Definition, Importance and Scope of Marketing, Core marketing concepts, Elements of Marketing - Needs, Wants, Demands, Consumer, Markets and Marketers; Marketing Vs Selling, Consumer Markets and Industrial Markets. Concept of Marketing Management, developing marketing plans and strategies. Marketing Environment, Factors Affecting Marketing Environment, Marketing Information System and Marketing Research and demand forecasting, Buyer behavior and influencing factors, Buying decision process.

UNIT-II

- 10Hrs

Market Segmentation: Segmenting the Market, Benefits, of Market Segmentations, Market Segmentation Procedure, and Basis for Consumer/Industrial Market Segmentation. Market Targeting – Introduction, Procedure. Product Positioning - Introduction, Objectives, Usefulness, Differentiating the product, Product Positioning Strategy.

UNIT-III

- 10 Hrs

Marketing: Mix Decisions, Product Decisions, New Product Development-Concept and Necessity for Product Development, Failure of New Products, New Product Planning and Development Process, Product-Mix, Branding and Packaging Decisions, Product Life cycle - Stages and Strategies for Different Stages of PLC.

UNIT-IV

- 14 Hrs

Pricing, Distribution, and Promotion Decision: Pricing Decisions, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies, Channels of Distribution for Consumer/ industrial Products, Factors Affecting Channel Distribution, Management of Channels, channel conflicts:.

Marketing Communication: The communication process, Communication mix, Managing advertising sales promotion, Public relations and Direct Marketing. Sales force Objectives, Sales force structure and size, Sales force Compensation

UNIT-V

- 6 Hrs

Recent trends in marketing: A Brief Account of Marketing of Services, Social Marketing, Online Marketing.

Skill Development:

(These activities are only indicative, the Faculty member can innovate)

1. Visit any website and list the promotion strategy of a sponsoring company.
2. Find out the promotion tools of any company.
3. Observe the Distribution Network of a Company
4. List out Product Line of a company and note line modernization or deletion.
5. Draw a Product Life Cycle with regard to a particular product of a company and observe its extension.

Text Books:

1. Rajan Saxena: Marketing Management, 4/e, TMH, 2009.
2. V.S.Ramaswamy, S.Namakumari: Marketing Management, 4/e, Macmillan, 2009

Reference Books:

1. Phillip Kotler: Marketing Management, 11/e, Pearson Publishers, 2011.
2. Stanton William J., Fundamentals of Marketing, McGraw Hill, N. Delhi 10th Ed.
3. Czinkota and Kotabe: Marketing Management, 2/e, Thomson, 2007