

## Annexure II

### PROGRAM : MMS

<b>Semester</b>	:	II	Core
<b>Title of the Subject / course</b>	:	Marketing Management	
<b>Course Code</b>	:	For Office use	
<b>Credits</b>	:	4	<b>Duration in Hrs</b> : 40

### Learning Objectives

1	This coursework is designed to introduce the student to the basic elements of the marketing management terms, implementation of studied term in the industry and related process.
2	The scope of marketing management is quite broad and the students will be exposed to the marketing concepts that will enable them to acquaint with contemporary marketing practices.
3	This module is to learn the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.
4	This module will give the student a very broad understanding of what marketing is all about and the vital role that it plays in every organization, every department and every specialization.
5	The module will help the student to identify and solve many business problems by using a marketing perspective, as a universal concept.

<b>Prerequisites if any</b>	
<b>Connections with Subjects in the current or Future courses</b>	

### Module

<b>Sr. No.</b>	<b>Content</b>	<b>Activity</b>	<b>Learning outcomes</b>
1	Introduction to Marketing Concept Evolution of Marketing from Production to Sustainability & Customer Orientation		
2	<b>Understanding the Basics:</b> Concept of Need, Want and Demand Concept of Product and Brand Business Environment in India Demand States & Marketing Tasks		

	Company Orientation towards the Market Place		
3	<b>Marketing Environment :</b> Marketing Environment and Evaluation of Market Opportunities like Services, Rural & International		
4	Market Research & Marketing Information Systems and Demand Forecasting and Market Potential Analysis		
5	Consumer Buying Process & Organizational Buying Behaviour		
6	Pillars of Marketing - Market Segmentation, Target Marketing, Positioning & Differentiation		
7	Marketing Mix and Product Decisions – Product Life Cycle, & Brand		
8	New Product Development Process		
9	Pricing Decisions		
10	Distribution Decisions – Logistics & Channel Decisions (Retail, E-commerce, etc.)		
11	Promotion Decisions – Integrated Marketing Communications Concept: Advertising, Sales Promotions, Public Relations, Direct Marketing; Communication Tools		
12	Personal Selling & Sales Management		
13	Overview of Marketing Strategies: BCG, Ansoff, GE, Shell Model, Porter Generic		

	Model, 5 Forces Model, PLC, 7s Model of Marketing, A Little Model, Value Chain Model		
14	Case Studies and Presentations		

### Reference books

1	Basic Marketing by Jr., William Perreault, Joseph Cannon and E. Jerome McCarthy
2	Marketing Management – Planning, Implementation and Control by V.S. Ramswamy and S. Namakumari, McMillian
3	Business Marketing Management by M. Hutt, Cengage Learning

### Text books

1	Marketing Management (A South Asian Perspective) by Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileshwar Jha, Pearson Education
2	Marketing Management by R. Varshney, S. Chand
3	Marketing Management by Rajan Saxena, Tata McGraw Hill

### Assessment

a)	Internal	40%	40 Marks continuous assessment
b)	Semester End Examination	60%	60 Marks theory paper of 3 hours duration

#### **a) Internal Assessment Format**

1. Attendance & Class Participation (10 Marks)
2. Internal Test (20 Marks)
3. Group Presentation/ Exercise/ Case Studies/ Role Play, etc. (10 Marks)

#### **b) Semester End Examination: 60 Marks Theory Paper of 3 Hours Duration**

- Q. 1 – Case/Case-let Study ( 500-800 words) – (20 Marks) Compulsory Question
- Attempt any four out of remaining six question, i.e. from Q. 2 to Q. 7 (10 Marks each)
- Q. 7 will be Short Notes – Attempt any two out of four