

Marketing Management  
Sem II

**I> Course Content:**

Semester	II Core
Subject	Marketing Management
Course Code	MMSC201 (RGCMS)
Credits	4
Duration	40

**Learning Objective:**

1. This coursework is designed to introduce the student to the basic elements of the 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.

**Module**

Sr. No.	Content	Activity	Course Outcomes
1	Introduction to Marketing Concept Evolution of Marketing from Production to Sustainability & Customer Orientation	Lecture & Interactive Teaching	MMSC201.1
2	Understanding the Basics: 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	Lecture & Interactive Teaching	MMSC201.1
3	Marketing Environment : Marketing Environment and Evaluation of Market Opportunities like Services, Rural & International	Lecture & Interactive Teaching	MMSC201.1
4	Market Research & Marketing Information Systems and Demand Forecasting and Market Potential analysis	Lecture & Interactive Teaching	MMSC201.2

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5	Consumer Buying Process & Organizational Buying Behaviour	Lecture & Interactive Teaching	MMSC201.2
6	Pillars of Marketing - Market Segmentation, Target Marketing, Positioning & Differentiation	Lecture & Interactive Teaching	MMSC201.2
7	Marketing Mix and Product Decisions – Product Life Cycle, & Brand	Interactive Teaching	MMSC201.3
8	New Product Development Process	Lecture & Interactive Teaching	MMSC201.3
9	Pricing Decisions	Lecture	MMSC201.3
10	Distribution Decisions – Logistics & Channel Decisions (Retail, Ecommerce,etc.)	Lecture	MMSC201.4
11	Promotion Decisions – Integrated Marketing Communications Concept: Advertising, Sales Promotions, Public Relations, Direct Marketing; Communication Tools	Interactive Teaching & Activity	MMSC201.4
12	Personal Selling & Sales Management	Interactive Teaching & Activity	MMSC201.4
13	Overview of Marketing Strategies:BCG, Ansoff, GE, Porter Generic Model, 5 Forces Model, PLC,7s Model of Marketing, Value Chain Model	Interactive Teaching & Application of models on situations given	MMSC201.5

**II> Course Outcomes**

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to....	<u>Cognition</u>
MMSC201.1	Understand & have clarity of marketing concepts, vocabulary, practices & business environment in order to compare opportunities available in various sectors.	Analyse
MMSC201.2	Remember market research concepts, its uses, factors essential in consumer & organizational buying behaviour & marketing knowledge.	Apply
MMSC201.3	Understand decision making in marketing aspects, mechanism of new product development process & pricing dynamics practised in organisation in different sectors.	Analyse
MMSC201.4	Remember operational issues, communication design process, direct marketing in effective marketing practises in changing circumstances.	Analyse

Human Resource  
Sem III

MMSC201.5	Understand various models, its basics & application in marketing field.	Create
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Text Books

Sr. No.	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 Saxsena, Tata McGraw Hill

Reference books

Sr. No.	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