

## MBPC1002 MARKETING MANAGEMENT (3-0-0)

### Objectives:

1. Understand the fundamental concepts and principles of marketing, including the distinction between selling and marketing, the marketing concept, and the significance of avoiding marketing myopia.
2. Analyze the marketing environment, distinguishing between macro and micro factors, and evaluate the importance of environmental analysis in strategic decision-making.
3. Develop proficiency in market segmentation, targeting, and positioning strategies, along with an appreciation for the role of consumer behavior in shaping marketing strategies.
4. Gain practical knowledge of product management, pricing strategies, distribution channels, and promotional techniques, including contemporary approaches such as digital marketing, relationship marketing, and green marketing.

### Module-I

**Definition & Functions of Marketing**, Scope of Marketing, Marketing concept, Selling versus Marketing, Concept of Marketing Myopia. 80: 20 Principle, Introduction to the Concept of Marketing Mix, Bottom of the pyramid concept; Concept of Marketing Environment: Macro and Micro, Need for analyzing the Marketing Environment.

### Module-II

**Market segmentation**, Bases for market segmentation, Targeting , Positioning; Meaning & importance of consumer behavior, Comparison between Organizational Buying behavior and consumer buying behavior, Buying roles, Five steps buyer decision process.

**Contemporary Topics:** Viral Marketing, Guerrilla Marketing, Societal and social Marketing, Relationship Marketing, Green Marketing , Digital Marketing, Network Marketing ( Concepts only)

### Module-III

**Product:** Classification of consumer products and industrial products, Product Mix, NewProduct Development Process: Idea Generation to commercialization. Product Life Cycle, Strategies across stages of the PLC.Packaging&Labeling, Basicconceptof Branding

**Pricing Basics:** Meaning, Importance of pricing, Factors Influencing pricing decisions., Pricing strategies andapproaches

**Place:** The Role of Marketing Channels: Channel functions & flows, channel levels. Channel conflicts and resolution (Overview only)Channel Options: Introduction to Wholesaling, Retailing, Franchising, Direct marketing, E- Commerce Marketing Practices.

**Promotion:** The role of marketing communications, Elements of promotion mix, IMC approach (Overview)

### Course Outcomes:

CO-1: Identify the key analytical frameworks and tools used in marketing.

CO-2: Utilize the information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.

CO-3: Examine the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings

CO-4: Analyse 4 Ps of marketing and its application across industries.

### Books:

- Marketing:Baines,FillandPage,Sinha,Oxford
- MarketingManagement–Kotler,Keller,Koshy, Jha,Pearson,
- MarketingbyLambHair Sharma,McDanielCengage Learning
- MarketingManagement,Ramaswamy&Namakumari,McGrawHill

- MarketingManagement–K Karunakaran, Himalaya Publishing House
- MarketingManagement–Text and Cases, Tapan K Panda, Excel Books
- MarketingManagement–J. P Mahajan, Vikas
- MarketingManagement-Rudani, S Chand