

### SEM III

MARKETING MANAGEMENT			
Course Code	BTM 221	CIE Marks	30
Teaching Hours/Week (L:T:P)	4:0:0	SEE Marks	70
Total Hours of Pedagogy	04	Total Marks	100
Credits	04	Exam Duration	03 Hrs.

#### Unit 1:

**Introduction:** Definition, Importance and Functions of Marketing. Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), marketing vs Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept). Challenges to marketing. Marketing System: internal environment, external environment; B2B marketing Vs Consumer Marketing

#### Unit 2:

**Analyzing Consumer Behaviour:** Meaning and Characteristics, Importance of consumer behaviour, Factors influencing Consumer Behaviour, Consumer characteristics influencing buying behavior: personal factors, social and cultural factors. Consumer Buying Decision Process, The black box model of consumer behavior.

Market Segmentation, Targeting and Positioning: Concept of Market Segmentation, Benefits, Requisites of Effective Segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Segmentation methods; Selection of Target Market; Product Positioning.

#### Unit 3:

##### **Concept of Marketing Mix (4 Ps)**

**Product:** Meaning and concept of Product; Product mix and strategies; New Product Development: Sources of New Product idea and Steps in Product Development; Product Life Cycle: Stages in Product Life Cycle and strategies at each stage, Brand: Concept, meaning and Importance.

**Price:** Meaning and concept of pricing; Factor influencing pricing (Internal factor and External factor), Objectives; Pricing Strategies; Pricing Procedure.

#### Unit 4: Marketing Mix (Place and Promotion)

**Place:** Meaning and concept of Place in marketing; Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.

**Promotion:** Meaning and concept of Promotion; Marketing communications; Integrated Marketing Communications (IMC): communication objectives, steps in developing effective communication; Promotion Mix: Advertising, Personal Selling, Public Relations and Sales Promotion.

## **Unit 5:**

**Emerging Concepts in Marketing:** Meaning, Concept, and Significance: Digital Marketing, Sustainable Marketing, Green Marketing, Cross-cultural Marketing, Relationship Marketing, Buzz Marketing, Neuro Marketing, Sensory Marketing, Niche Marketing and Marketing of Services. Case Studies: <https://marketingsherpa.com/article/case-study/third-party-platforms>; <https://marketingsherpa.com/article/case-study/brand?>; <https://marketingsherpa.com/article/case-study/digital>; <https://marketingsherpa.com/article/case-study/marketing-case-study>.

## **Books**

1. Marketing Management- Indian Context, Global Perspective by Ramaswamy & Namakumari by SAGE publication, 6<sup>th</sup> Edition.
2. Marketing Management: A South Asian Perspective by Kotler, Keller, Koshy & Jha by Pearson publication, Latest Edition.
3. New Product Management by Merle Crawford and Anthony Di Benedetto by McGraw-Hill, Latest Edition.
4. Advertisement Brands & Consumer Behaviour by Ramesh Kumar by Sage Publications, 2020.
5. Marketing in India: Text and Cases by Neelamegham S by Vikas publication, Latest edition.
6. Marketing by Lamb, Hair, Mc Danniel by Cengage Learning, Latest edition.
7. Fundamentals of Marketing Management, Etzel M J B J Walker & William J Stanton by Tata Macgraw Hill, Latest edition.

<b>MARKETING MANAGEMENT PRACTICUM</b>			
<b>Course Code</b>	<b>BTM 231</b>		
<b>Teaching Hours/Week (L:T:P)</b>	<b>0:0:2</b>		
<b>Total Hours of Pedagogy</b>	<b>02</b>	<b>Total Marks</b>	<b>50</b>
<b>Credits</b>	<b>01</b>		

Activity 1: Visit the shops alongside Ring Road of Vizianagaram and list out the various marketing communication strategies adopted by them and submit a report along with photographs.

Activity 2: Visit any brand outlet / shopping mall, observe for an hour and report demography based behavior of consumers visiting such outlets.

Activity 3: Study and report the Supply chain network of various vegetables sold in Rayatu bazaar (vegetable market) of Vizianagaram.

Activity 4: Visit any garment outlet and report the market segmentation based display of garments.

Activity 5: Visit Platform 65 Restaurant and prepare a note as how it has positioned itself viz-a-viz other restaurants in the market.

Activity 6: Through a self prepared report compare the ‘visit now and pay later’ schemes of five travel companies.

Activity 7: Examine and prepare a report the pricing strategy of the restaurant chain ‘Barbeque Nation’.

Activity 8: Prepare a write-up on Branding and Positioning of Patanjali Ayurved Limited.

Activity 9: Make a survey and prepare a checklist of five travel agencies with respect to their presence on various social media platforms (e.g. X, Facebook, Instagram etc.).

Activity 10: Make a survey and prepare a write-up on green marketing initiatives of any Smartphone company.