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**SECOND SEMESTER 2023-2024**

# Course Handout Part II

Date: 09-01-2024

In addition to part-I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

*Course No.* : **MGTS F311**

## Course Title : **MARKETING**

## Instructor-in-Charge : **SWATI ALOK**

**Scope and Objective of the Course:**

The course is designed to provide students with an overview of the decision making process in marketing. Marketing decision-making is a process that is essentially wrapped around the fundamental goal of creating value in the marketplace. This requires a professional knowledge of market drivers, competitors’ capabilities, technological trends and the market dynamics of value. The orientation is toward the kinds of marketing decisions that managers must make within the modern business environment. A primary goal of this course is to provide a thorough understanding of the marketing management function and influences that the rapidly changing business environment and the various stakeholders have on this managerial function.

Some specific objectives of the course include:

* To understand the fundamental marketing concepts and the processes that influences the market orientation of a firm.
* To understand the role of marketing within the organization.
* To analyze critically the marketing process and its relationship with the environment within which it operates.
* To understand the application of basic marketing ideas to organizations other than business institutions.

On successful completion of this course, participants will be able to understand and analyze the marketing strategies of organizations. They will also have a better understanding of the customers' interests. Awareness of tools available to marketing managers to facilitate planning and decision-making would be one of the gains from the course. Marketing assignments, case analyses and class participation are all integral parts of this course.

**Textbooks:**

1. Marketing Management 16/e; Pearson Education, by Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, and G. Shaineesh, 2022.

**Reference books**

1. . McdanielCarl, Lamb &Hair “Introduction to Marketing” Thomson south-western, 8th Ed. 2007

2.Marketing campaigns in print and Electronic media of various companies

**Journals:** Harvard Business Review.

**Course Plan:**

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| --- | --- | --- | --- |
| **Lecture No.** | **Learning objectives** | **Topics to be covered** | **Chapter in the Text Book** |
| 3 | Fundamentals of Marketing Management | Introduction concepts, Marketing Planning and Management | Ch-1,2 |
| 2 | Understanding the Market B2C | Analyzing Consumer Markets | Ch-3 |
| 2 | Understanding the Market B2B | Analyzing Business Markets | Ch-4 |
| 5 | Marketing Research | Conducting Marketing Research | Ch-5 |
| 2 | Developing a Viable Market Strategy, Segmenting & Targeting the Market | Identifying Market Segments and Target Customers | Ch-6 |
| 1 | Positioning& Differentiating the Market Offering, To understand the role of brands and devise a branding strategy | Crafting a CVP and Positioning | Ch-7 |
| 4 | Designing Value, Product Strategy and PLC, Developing New Products | Designing and Managing Products | Ch-8 |
| 2 | To understand the nature of services and strategies for managing service quality | Designing and Managing Services | Ch-9 |
| 3 | Recognize the availability of different approaches to pricing | Developing Pricing strategies and Programs | Ch-11 |
| 3 | To understand the steps involved in developing a communication program | Managing Marketing Communications | Ch-12 |
| 1 | To be aware of the different promotion techniques | Personal Selling and Direct Marketing | Ch-14 |
| 2 | Awareness of the channel options and the criteria in selecting from the options | Designing and Managing Distribution Channels | Ch-15 |
| 4 | Design thinking and customer lifetime value | Developing New market offerings | Ch-18 |
| 6 | Tapping into Global markets, socially responsible marketing, Technology driven digital marketing | Contemporary Topics in Marketing | Ch-19,20,21 |

**Evaluation Scheme:**

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| --- | --- | --- | --- | --- |
| **Component** | **Duration** | **Weightage (%)** | **Date & Time** | **Nature of Component** |
| Mid term | 90 minutes | 35 | 12/03 - 4.00 - 5.30PM | Closed |
| Group Assignments |  | 10 |  | Open |
| Quiz |  | 10 |  | Closed |
| Comprehensive Examination | 180 minutes | 45 | 09/05 AN | Closed-20%  Open -25% |

**Chamber Consultation Hour:** Every Tuesday from 5pm to 6 pm

**Notices:** All the notices concerning the course will be displayed on CMS.

**Make-up Policy:** All the notices concerning the course will be displayed on CMS.

**Academic Honesty and Integrity Policy:** Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

**INSTRUCTOR-IN-CHARGE**