

Marketing Management - II

Course Objectives

The objective of this course is to equip the students with the concepts of Planning, designing and implementing marketing strategy to achieve the long-term objectives have been critical for any firm in a competitive market situation. This course seeks to develop the different analytical perspectives and management decision tools.

Syllabus

Promotion and Distribution Decisions, Marketing communications, Marketing Research,, Creating Competitive Advantage, Services Marketing, Rural Marketing, Emerging Trends in Marketing

Expected Outcome

On completion of the course, the students are expected to understand the importance and role of marketing in a global environment, to understand the scope and process of marketing, to know the process of designing effective marketing strategies and to understand how marketing mix decisions are made and managed over time.

References

1. Arunkumar and N Meenakshi. Marketing Management. Vikas Publishing, 2011.
2. Etzel, MJ, BJ Walker and William J Stanton. Marketing (Fourteenth Edition). McGraw Hill, 2007.
3. Evans, Joel R and Barry Berman. Marketing in the 21st Century. Cengage Learning, 2010.
4. Karunakaran, K. Marketing Management (Text and Cases). Himalaya Publishing House, 2010.
5. Kotler, Philip, et al. Marketing Management: A South Asian Perspective. Pearson, 2012.
6. Lamb, Charles W, et al. Marketing. Cengage Learning India, 2012.
7. Masterson, Rosalind and David Pickton. Marketing: An Introduction. Sage Publications, 2014.
8. Neelamegham, S. Marketing in India: Text and Cases (4/e). Vikas Publishing House, 2012.
9. Panda, Tapan K. Marketing Management: Text and Cases Indian Context. Excel Books India, 2009.
10. Pride, William M and OC Ferrel. Marketing: Planning, Implementation and Control. Cengage Learning, 2011.
11. Ramaswamy, VS and S Namakumari. Marketing Management: Global Perspective, Indian Context. Maxmillan Publishers, 2009.
12. Saxena, Rajan. Marketing Management (Fourth Edition). Tata McGraw Hill, 209.

Course Plan

I Distribution Decisions- distribution channels - physical distribution systems- channel intermediaries - channel management -wholesaling and retailing - retail marketing - multi level marketing (network marketing)-Direct marketing: Meaning, features, functions, basic concepts of e-commerce, e-business, e-marketing, m-commerce, m- marketing, E-networking

II Promotion Decisions: Promotion mix -integrated marketing communication - advertising – sales promotion - personal selling - publicity - public relations- Marketing communication: Concept of communication mix, communication objectives, steps in developing effective communication. Stages in designing message Advertising: Advertising objectives, Advertising budget, advertising copy, AIDA model, advertising agency decision

FIRST INTERNAL EXAMINATION

III Sales promotion: Sales promotion mix, kinds of promotion, tools and techniques of sales promotion, push-pull strategies of promotion Public Relations: Meaning, objectives, types, functions of PR Marketing Research: Marketing Information System and Research - demand estimation and sales forecasting. Creating Competitive Advantage: Competitor Analysis - competitive strategies - competitive positions – balancing customer and competition orientations

IV Marketing organization: Concept of marketing organization, factors influencing size of the marketing organization, various types of marketing structures / organization Marketing control systems: Organizing marketing department - marketing control techniques - annual plan control - profitability control - strategic control-Marketing audit: Meaning, features of marketing audit, various components of marketing audit

SECOND INTERNAL EXAMINATION

V Services Marketing - Meaning- characteristics of services and their marketing implications - strategies for service firms - managing service quality - managing productivity - managing product support services - marketing mix for service marketing. Rural Marketing - Meaning - current Indian rural market scenario - scope - difficulties - strategies to cope up- case studies

Emerging trends in marketing: social marketing – digital marketing - green marketing - global marketing – marketing analytics - Current developments in Marketing, Ethics in Marketing

TRIMESTER EXAMINATION