

Marketing Management I

Course Objectives

The objective of this course is to equip the students with the concepts and practices of modern marketing and to provide the understanding of different marketing processes for an effective decision making. The course also aims to develop the students' skills in applying the analytic perspectives, decision tools, and concepts of marketing to decisions involving segmentation, targeting and positioning; product offering; pricing; distribution channels and marketing communications Syllabus

Introduction to Marketing Management, Marketing environment, Strategic Marketing Planning, Consumer Behaviour, Segmenting ,Targeting, Positioning and Branding, Life cycle Strategies, Product Decisions, Pricing Decisions. Expected Outcome

On completion of the course, the students are expected to be familiar with the basic concepts and components of the marketing management and to be knowledgeable in marketing principles and thus enable them to make marketing decisions.

References

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6. Lamb, CharlesW, et al. Marketing. Cengage Learning India, 2012.
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13. Shahajan, S. Applied Case Studies inMarketing. Primus Books, 2011.

Course Plan

I Introduction: Concept - nature and scope of marketing - evolution - Marketing vs selling concept – Consumer need, want and demand concepts Marketing environment: Micro and macro environment of marketing – marketing challenges in the globalized economic scenario

II Consumer Behaviour: Consumer and business markets – buying motives – stages involved in buying decision process - factors influencing buying decision – types of consumer buying decisions – organizational buying vs household buying – changing pattern of consumer behavior

FIRST INTERNAL EXAMINATION

III Market segmentation, targeting, positioning and branding. Segmentation – Meaning, factors influencing segmentation, market aggregation, basis for segmentation, segmentation of consumer and industrial markets. Targeting – Meaning, basis for identifying target consumers, target market strategies. Positioning – Meaning, Product differentiation strategies, tasks involved in positioning Branding – Concepts of branding, brand types, brand equity, branding strategies

SECOND INTERNAL EXAMINATION

IV Marketing decisions, Product Decisions: Concept of product - product line and product mix - new product development- diffusion process - Product Lifecycle – product mix strategies, merchandise planning and strategies - product vs strategies

V Pricing Decisions: - Pricing concepts, factors influencing price decisions - pricing strategies: value based, cost based, market based, new Packaging / Labeling: Packaging as a marketing tool, role of labeling in packaging product pricing - Price skimming & penetration pricing

TRIMESTER EXAMINATION