

MKT501:MARKETING MANAGEMENT

L:4 T:0 P:0 Credits:4

Course Outcomes: Through this course students should be able to

CO1 :: apply the knowledge, concepts, tools necessary to overcome challenges and issues of marketing in a changing technological landscape.

CO2 :: formulate a marketing plan that will meet the needs or goals of a business or organization.

CO3 :: develop an integrated marketing communication plan for a product or service based on an identified market need

CO4 :: formulate and measure effective brand strategies to build, manage and measure brand equity

CO5 :: develop strategies for efficient and effective distribution of products and/or services that respond to evolving markets.

Unit I

Understanding Marketing Management : defining marketing for the new realities, developing marketing strategies and plans, creating long-term loyalty relationships

Unit II

Capturing Marketing Insights : collecting information and forecasting demand, conducting marketing research

Connecting with Customers : analyzing consumer markets, analyzing business markets, tapping into global markets

Unit III

Building Strong Brands : identifying market segments and targets, crafting the brand positioning, creating brand equity, addressing competition and driving growth

Unit IV

Creating Value : setting product strategy, designing and managing services, introducing new market offerings, developing pricing strategies and programs

Unit V

Communicating Value : designing and managing integrated marketing communications, managing mass communications: advertising, sales promotions, events, experiences and public relations, managing digital communications: online, social media and mobile, managing personal communications: direct marketing, database marketing, personal selling

Unit VI

Delivering Value : designing and managing integrated marketing channels, managing retailing, wholesaling and logistics

Marketing Responsibility for Long Term Success : managing a holistic marketing organization for the long run, digital marketing, neuro marketing, sports marketing, role of AI in marketing

Text Books:

1. MARKETING MANAGEMENT by PHILIP KOTLER AND KEVIN LANE KELLER, PEARSON

References:

1. MARKETING MANAGEMENT by RAJAN SAXENA, MCGRAW HILL EDUCATION

