

## **MKT501:MARKETING MANAGEMENT**

**Course Outcomes:** Through this course students should be able to

CO1 :: analyze and respond to environmental and competitive changes, their impact on marketing planning, strategies and practices

CO2 :: apply the conceptual frameworks, theory and techniques to various marketing contexts

CO3 :: prepare marketing and sales plan appropriate to the needs of customers and contexts

CO4 :: determine strategies for developing new products and services that are consistent with evolving market needs

CO5 :: construct IMC creative strategies and tactics, including digital and social media executions, advertising, promotions, and public relations initiatives

### **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

### **Text Books:**

1. MARKETING MANAGEMENT by PHILIP KOTLER, PEARSON

### **References:**

1. MARKETING MANAGEMENT by RAJAN SAXENA, MCGRAW HILL EDUCATION