

## MKTM503:MARKETING MANAGEMENT-1

L:2 T:1 P:0 Credits:2

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

CO1 :: analyze core marketing concepts and their applications in real market scenario

CO2 :: estimate the impact in market planning strategy and practices, respond to environmental and competitive changes

CO3 :: analyze various situations and decisions involving segmentation, targeting and positioning

CO4 :: use the fundamentals of marketing research and its applications

### Unit I

**Understanding marketing management** : scope of marketing. core marketing concepts, evolution of modern marketing concepts and new marketing orientations, company orientations toward the marketplace

**Creating a marketing mix** : marketing mix, 4 As of marketing, creating customer value, communication and delivering value and Porter's chain analysis model, marketing innovation, business unit strategic planning

### Unit II

**Marketing environment** : micro and macro environment, economic, demographic, social, technological, political and ecological environment, impact of the marketing environment on marketing decisions

**Conducting marketing research** : the scope of marketing research, the marketing research process, measuring marketing productivity

### Unit III

**Understanding consumer behaviour** : consumer roles, need for studying consumer behavior, influences, buying motives, stages of buying decision process, business market vs. consumer market and steps in organization buying process

### Unit IV

**Identifying market segments** : bases for segmenting consumer market, steps in the segmentation process, evaluating and selecting the market segment, effective segmentation criteria

**Targeting and positioning of markets** : criteria of effective target market segmentation, targeting market selection, understanding positioning and establishing brand positioning, value proposition, choosing a competitive frame of reference, identifying potential points-of-difference and points-of-parity

### Unit V

**Tapping into global markets** : deciding whether to go abroad, deciding which markets to enter, deciding how to enter the market

**Setting product strategy** : product characteristics and classifications, differentiation, the product hierarchy, product systems and mixes

**Developing pricing strategies and program** : a changing pricing environment, setting the price

### Unit VI

**Managing a Holistic marketing organization for long run** : trends in marketing practices, marketing implementation and control

**Future of marketing** : neuro marketing, artificial intelligence

**Managing retailing, wholesaling and logistics** : retailing, types of retailers, the modern retail marketing environment, trends in wholesaling, integrated logistics systems

### Text Books:

1. MARKETING MANAGEMENT by PHILIP KOTLER AND KEVIN LANE KELLER, Pearson Education India

### References:

1. MARKETING MANAGEMENT by V.S. RAMASWAMY AND S. NAMAKUMARI, SAGE PUBLICATIONS

2. MKTG : A SOUTH-ASIAN PERSPECTIVE WITH COURSEMATE by LAMB, HAIR, SHARMA, MC DANIEL, CENGAGE LEARNING

