

<b>Course code</b>	<b>Marketing Management</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
XXXX		3	1	0	4
<b>Pre-requisite: Nil</b>		<b>Version</b>			

<b>Course Objectives:</b>	
The course is aimed at <ol style="list-style-type: none"> <li>1. Identifying marketing opportunities and developing marketing strategy</li> <li>2. Analyzing consumer behavior for marketing decision making</li> <li>3. Evaluate marketing situations based on factors that affect marketing different types of big data generated for customers in different forms for meaningful inferences</li> </ol>	
<b>Course Outcome:</b>	
The student will be able to <ol style="list-style-type: none"> <li>1. Formulate a marketing plan for an organization</li> <li>2. Assess various factors that impact marketing of a product or service</li> <li>3. Design marketing activities for successful launch and sales of a product or service</li> </ol>	
<b>Student Learning Outcomes (SLO):</b>   <b>1,2,5,6,17</b>	
<ol style="list-style-type: none"> <li>1. Having an ability to apply mathematics / business problem solving techniques in business applications</li> <li>2. Having a clear understanding of the subject related concepts and of contemporary issues</li> <li>5. Having design thinking capability</li> <li>6. Having an ability to design a Quantitative / product / service solutions applying all the relevant standards and with realistic constraints, in different managerial contexts</li> <li>17. Having an ability to use techniques, skills and modern managerial tools &amp; techniques necessary for business practice</li> </ol>	

<b>Module</b>	<b>Topics</b>	<b>Hours</b>	<b>CO</b>
<b>Module:1</b>	<b>Introduction to Marketing</b>	<b>4</b>	<b>2</b>
	Marketing - meaning and philosophy, Types of Marketing, Marketing Process, Product and Services Marketing		
<b>Module:2</b>	<b>Consumer and Business Markets and Buying Behavior</b>	<b>7</b>	<b>1</b>
	Characteristics affecting consumer behavior, Types of buying decision behavior, The Buyer Decision Process, Business and Corporate Buying Behavior and Institutional and Government markets		
<b>Module:3</b>	<b>Segmentation, Targeting and Positioning</b>	<b>7</b>	<b>1</b>
	market segmentation types, purpose and process of identifying the target markets, Developing the Positioning Strategy, building brand positioning		
<b>Module:4</b>	<b>Products, Services and Distribution</b>	<b>9</b>	<b>2</b>
	products and services classification, new product development and product lifecycle. Marketing channel management, physical distribution management		
<b>Module:5</b>	<b>Pricing and Promotion</b>	<b>9</b>	<b>3</b>
	product pricing strategies, cost analysis, product mix pricing, integrated marketing communication, promotional		

	budget mix, different media, advertising, sales promotion, publicity, public relations		
<b>Module:6</b>	<b>Global, Social and Ethical Marketing</b>	<b>4</b>	<b>3</b>
	socially responsible marketing, public policy and ethical issues, challenges in global marketing		
	<b>Total Lecture hours:</b>	<b>40</b>	

**Teaching Pedagogy:** Online Learning materials, Video Lectures and Case studies

**Evaluation Criterion:** Online Quiz, Digital Assignment, Case Study Analysis Report and Term End Examination

**Textbook**

1. Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). Marketing management: an Asian perspective. Pearson.
2. Andaleeb, S. S., & Hasan, K. (Eds.). (2016). Strategic marketing management in Asia: case studies and lessons across industries. Emerald Group Publishing Limited.
3. Baker, M. J., & Hart, S. (Eds.). (2016). The marketing book. Routledge.
4. Baker, M. J., & Saren, M. (Eds.). (2016). Marketing theory: a student text. Sage.
5. Chernev, A. (2018). Strategic marketing management. Cerebellum Press.

**References:**

Philip Kotler , Keven Lane Keller, et al. Marketing Management (2017)| Includes Indian Cases | 15th Edition Pearson

Philip T. Kotler, Gary Armstrong , Prafulla Agnihotri Principles of Marketing (2018) Pearson

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