

PCO 4

PCO 4425

MARKETING MANAGEMENT

6 Hrs / 4 Cr

The objective of this course is to facilitate the understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints. This course is taught with both strategic and managerial focus. Students would be given opportunities to perform the role of a marketing manager.

UNIT I

Introduction: Marketing Concept and its evolution, Nature, Scope and Importance, Marketing mix, Strategic marketing planning – an overview.

UNIT II

Market Analysis and Selection: Marketing environment – macro & micro components, impact on marketing decisions. Market segmentation and positioning, Buyer behaviour, Consumer Vs Industrial buyers, Consumer decision-making process.

UNIT III

Product and Pricing Decisions: Concept of a product, Classification of products, Major product decisions, Product line and product mix, Branding, Packaging and Labeling, Product life cycle, Strategic implications, new product development and consumer adoption process. Pricing decisions: Factors affecting price determination, Pricing policies and strategies.

UNIT IV

Distribution and Promotional Decisions: Nature, functions and types of distribution channels, Distribution channel intermediaries, Channel management decisions, Retailing and wholesaling. Promotion decisions: Communication process, Promotion mix – Advertising, Personal selling, Sales promotion, Publicity and Public relations, determining advertising budget, Advertising Copy designing and its testing, Media selection, Advertising effectiveness, Sales promotion – Tools and techniques.

UNIT V

Marketing Research and Organisational Research: Meaning, Scope, Marketing research process. Marketing organisation and control: organizing and controlling marketing operations. Issues and Developments in Marketing: Social, ethical and legal aspects of marketing. Marketing of services, International marketing, Green marketing, Cyber marketing, Multi level marketing, Relationship marketing.

Text Books:

1. Kotler, Philip and Gary Armstrong, Principles of marketing, Prentice Hall, New Delhi, 14th Edition, 2015
2. Sherlekar, Marketing Management, Himalaya Publishing House, New Delhi, 2016

References:

1. Ramaswamy, V.S and Nama Kumari, S: Marketing Management, Macmillan India, New Delhi, 2009.