

Course Name: Marketing Management

Course Code-MS 107

Course Credits: 6

Course Objective: This course aims at introducing the concept of marketing and developing analytical skills for problem solving in marketing applications.

Block I: Introduction to Marketing.

- Unit I: Introduction to Marketing
Concept, Nature, Scope and Significance of Marketing.
- Unit II: Evolution of Marketing.
- Unit III: Introduction to Marketing Process.
- Unit IV: Marketing Mix and Marketing Organisation.
- Unit V: Marketing Environment.
- Unit VI: Marketing Research.

Block II: STP Concept and Consumer Behaviour

- Unit VII: STP Concept and Market Segmentation.
- Unit VIII: Target Market.
- Unit IX: Differentiation and Positioning Strategy.
- Unit X: Consumer Behaviour.
- Unit XI: Product and Product Life-Cycle.

Block III: Product Packaging & Pricing

- Unit XII: Branding.
- Unit XIII: Packaging.
- Unit XIV: Pricing.
- Unit XV: Distribution Channels.
- Unit XVI: Decision Making for Effective Distribution Channel's.
- Unit XVII: Promotion: Concept and Significance.

Block IV: Promotion Mix & Sales Promotion.

- Unit XVIII: Promotion Mix.
- Unit XIX: Sales Promotion.
- Unit XX: Sales Forecasting.
- Unit XXI: Sales Force Management.
- Unit XXII: Salesmanship.

Suggested Readings-

1. Philip Kotler, Principles of Marketing, Pearson Education.
2. Mc Dariel, Lamb & Hair, Introduction to Marketing, Thomson (8th edition), Stanton, Fundamentals of Marketing, TMH.
4. Subhash C Jain, Marketing: Planning & Strategy, Thomson (7th edition)
5. G.Armstrong and P. Kotler, Marketing: An Introduction, Pearson Education.
6. Philip Kotler, Marketing Management: Analysis, Planning & Control, Pearson.
7. S .S. Sherlekar, “Marketing Management”, Himalaya Publishing House.
8. S. Neelamegham, “Indian Cases in Marketing”, Vikas Publishing House Pvt Ltd., New Delhi
9. P.K. Mishra, P.S. Das and J.R.Das: Marketing Management, Alok Publication (2nd Edition)
10. S.C. Mehta, “Marketing Environment, Concepts and Cases”, Tata McGraw Hill, New Delhi.
11. Rajana Saxena, “Marketing Management”, Tata McGraw Hill, New Delhi 2004.