

Masters of Business Administration (MBA) – Semester - 2

Course Teaching Plan

Course Title: Marketing Management

Course Code: 340030206

Course Credit: 4 credit

1. Course Introduction

Over the years, firms have shifted their focus from merely providing products/services to creating customer value and satisfying their need. In times when customers are becoming smart, technology is penetrating life, competition is rising and creating brand clutter, consumer preferences are shifting drastically, markets are becoming global, and buyer's persona is also changing, marketing has become a very important function in the business. Marketing is derived from economics, psychology, sociology, and anthropology and has evolved as an applied discipline that helps businesses to develop a multidisciplinary approach. For developing these skills, this course variety of approaches, tools, and techniques to think and analyze strategic issues, apply them to cases, and make general applicability and value. Marketing is a basic and integral course in a business school and it is designed and delivered in the simulated environment of a classroom in order to fulfill the following specific objectives:

2. Course Objective:

- To familiarize students with theories, concepts, contexts, and practical applications of marketing in real life business environment
- Ability to understand customer value, create it, and satisfy needs by carefully choosing the target audience.
- In the cluttered and competitive market, providing the right marketing solutions to the businesses in need by designing effective marketing strategies.
- Understand the business reality through real-life case studies and have a better comprehension of decision-making in marketing

3. Course Learning Outcome:

- CLO1: Understand concepts of marketing and consumer value and market insights.
- CLO2: Analysing competition and applying that for related decision-making.
- CLO3: Analysing the market, forecasting sales, and designing suitable segmentation, targeting, and positioning.
- CLO4: Understanding consumer markets and developing branding strategies.

- CLO5: Developing and implementing marketing communication framework and strategies for both national and global markets.

4. **Session Plan (30 Hours):**

Session No	Syllabus Content
UNIT -1 (Weight – 25%)	
Introduction to marketing, customer value, marketing plan and marketing environment	
Session 1-3	Introduction to Marketing: The Marketing Paradigm; Core Concepts—Needs, Wants, Demand, Product, Market, Exchange, and introduction of Service Marketing
Sessions 4-5	Defining Markets: Customer Value Proposition; The Marketing Decision Variables; Customer Value Mapping; Identification and CRM
Session 6-7	Marketing Planning and Performance Analysis: Elements of a Marketing Plan; The Plan Document; Sources of Data
Session 8-9	Marketing Environment Analysis-1: Elements of the Marketing Environment; Porter's five forces; Value Chain Analysis; BCG Model
UNIT 1 – Quiz	MCQ – basic concepts of marketing, value creation and delivery, contents of the marketing plan, and marketing environment
UNIT-2 (Weight – 25%)	
Analysing factors affecting business, forecasting sales, consumer behavior and pricing	
Session 10-11	Competition Analysis: Identification and Managing Competition; Industry Structure; Marketing Entry and Exit Barriers
Session 12	Sales Forecasting: Levels of Sales Forecast; Difference between Judgmental and Numerical Forecasting; Use of Regression and Time Series Analysis
Session 13-14	Consumer Behaviour: Model of Consumer Behaviour; Process of Consumer Behaviour; Process of Consumer Behaviour in B2B setting
Session 15	Pricing Objectives and Policies- Role of Pricing in Firm's Profitability and Major Pricing Strategies
UNIT 2 – Quiz	MCQ -Analysing factors affecting business, forecasting sales, consumer behaviour and pricing
Hackathon (Experiential Learning and Practical Application) – 5 sessions – 16 - 20	
UNIT -3 (Weight – 25%)	
Segmentation, Targeting and Positioning (STP) and Branding	

Session 21 - 22	Segmentation and Targeting: Purpose and Methods of Market Segmentation; The needs method of Market Segmentation
Session 23 - 24	Positioning: The classical positioning paradigm; The advantages and disadvantages of positioning; Brief overview of Factor Analysis, product life cycle
Session 25 - 26	Branding Strategies
Session 27 - 28	Topic – Product line management and new product development Complexity of managing lengthy product line and the role of Product manager
UNIT 3 – Quiz	Segmentation, Targeting and Positioning (STP) and Branding
UNIT - 4 (Weight – 25%)	
Unit IV – Promotional Strategies	
Session 29 - 30	Marketing Channel Systems- Role of marketing Channels, Understand Place decisions w.r.t consumer behavior
Session 31 - 32	Designing and Managing Integrated Marketing Communication Implementation. Evaluation of Communication Process
Session 33	Managing Mass Communications Advertising, sales promotion, events and experiences, and public relations
Session 34	Marketing Communication Personal Selling Understanding the marketing communication in B2B
Session 35	Introduction to digital marketing and ecommerce
Learning-by-doing (Experiential Learning and Practical Application) – Live Case Study and Bootcamp – 5 sessions 36 - 40	
Exam hour	Designing and Managing Integrated Marketing Communication, Managing Mass Communication, and Managing Personal Communication

5. **Assessment Scheme:**

Specific assessment method	% Weightage	Theory	Practical
Exam	20%	√	
Quiz	10%	√	
Project/Hackathon	30%	√	√
Class Participation	30%	√	√
Assignment	10%	√	

6. Educational Resources

Educational Resources	Description
Text Book	Marketing Management by Philip Kotler and Kevin Lane Keller, 15 th Edition, Pearson Publication
Reference Books	Marketing Management by V S Ramaswamy and S Namakumari Latest edition Macmillan publication Page Numbers: 27, 60, 88, 109, 123, 155, 198, 201, 274, 322, 370
Journals/ Magazine/periodicals (Details of specific paper mentioned in the pedagogy)	International Journal of Retail & Distribution Management Management Decision Global Business Review Journal of Business Research International Journal of Bank Marketing Journal of Tourism Analysis: Revista de Análisis Turístico Journal of Consumer Marketing European Journal of Marketing
Video lecture (NPTEL, MOOC, you tube lecture)	https://www.youtube.com/watch?v=e0PT0W8E8G4 https://www.youtube.com/watch?v=d0NMSqeKpVs https://www.youtube.com/watch?v=Ule8n6GgE1g https://www.youtube.com/watch?v=AE5LiMZYqb0
Course related important Web links	1) www.hbr.org 2) https://brandequity.economictimes.indiatimes.com/ 3) www.afaqs.com

7. CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1	3	3	2	3	3
CLO2	3	3	2	3	3
CLO3	3	3	2	3	3
CLO4	3	3	2	3	3
CLO5	3	3	2	3	3

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

