

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester –4) (W.E.F. Academic Year 2018-19)

Subject Name: Marketing Management (MM)

Subject Code: 2547102

1. Learning Outcomes:

- Familiarity with the concept of Marketing as a business function in organisations. At the end of this course, students shall:
- Understanding of the basic terms used in marketing and the differences between them.
- Ability to apply the concepts, principles of marketing to improve marketplace performance
- Ability to identify what drives customer value and importance of buying behaviour
- Critically analyse an organization's competition and branding strategies.

This introductory course in marketing shall further be supplemented by inputs in Advanced Marketing Management in the following semester.

2. Course Duration: The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
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I	<p>Introduction to Marketing</p> <p>Understanding Marketing management: Concept, Nature, Scope and Importance of Marketing; Needs, Wants & Demands, Segmentation, Targeting and Positioning for competitive advantage, Value and Satisfaction</p> <p>Evolution of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Concept and Holistic Marketing Concept</p> <p>Key Differences between Selling Concept, Marketing Concept and Societal Concept. Difference between marketing and sales</p> <p>Developing Marketing Strategies and Plans: Value-Delivery Process, Chain, Marketing Plans: elements and levels of a marketing plan SWOT</p>	12	18
II	<p>Marketing Environment and Marketing Research Process</p> <p>Scanning the Marketing Environment, and Conducting Marketing Research: Marketing Research process, Analysis of Micro and Macro-Environment Competitor analysis: Identifying competitors, Assessing competitors, Porter's 5 force model</p>	10	17
III	<p>Buyer Behaviour</p> <p>Concept of Buyer Behaviour: Consumer Behaviour; concept, Importance of Consumer Behaviour; Detailed Analysis of Factors Affecting Consumer Behaviour: Cultural Factors, Social Factors, Personal Factors, and Psychological Factors; Buying Decision Process: Concept and Stages, and Managerial Implications, Types of buying decision process.</p> <p>Business Buyer Behavior: participants of business buying process Business buying process, Consumer versus Organizational buyer</p>	10	18
IV	<p>Branding</p> <p>Branding: Meaning, significance of branding, Elements of branding, Types of branding, Brand positioning- Points of Difference & Parity. Branding Strategy: Brand equity, building strong brands, Managing strong brands</p>	8	17

V	Practice Module Practical Exposure: Students should prepare STP Model (segmentation, targeting and positioning) for any product and prepare a marketing plan. The student can prepare a small report and present it to the subject faculty	---	30 marks CEC
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4. Teaching Methods:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment-50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Kotler Philip, Kellar lane kevin, koshy Abraham and Jha Mithileshwar	Marketing Management, 14th Edition,	Person education, New Delhi	Latest Edition
2	Dr. Rajan Sexana	Marketing management	Tata -McGraw Hill, New Delhi	Latest Edition
3	Dr. Tapan k. Panda;	Marketing Management: Text & Cases: Indian Context	Excel Publisher. 2009	Latest Edition
4	Michael Porter	Competitive Advantage: Creating and Sustaining Superior Performance	Free Press	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Indian Journal of marketing
2. Brand Equity
3. Harvard Business Review
4. Business Standard/Economic Times/Financial Times/ Financial Express/