

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 3 (Semester –5) (W.E.F. Academic Year 2017-18)

Subject Name: Advance Marketing Management (AMM)

Subject Code: 2557102

1. Learning Outcomes:

At the end of semester students would be able to

- (a) Understand and assimilate actual marketing practices in marketing environment.
- (b) Develop the marketing plan for any organization

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)
I	Marketing Strategies and Plans Marketing & Customer Value, Value chain analysis & concept of core competencies, Corporate and Division strategic planning, BCG growth – Share Matrix, the General Electric (GE) Approach, Business Unit Strategic Planning, The functional Strategic Planning, The marketing Process. Preparing the marketing Plan.		
II	The Marketing Environment and Marketing Research & Information System The Macro Environment, Demographic, Geographic, Economic, Technological, Political, Cultural and Natural Environment, Micro environment, the company's Internal Environment, Supplier, Marketing Intermediaries, Customers, competitors, publics etc. The marketing information system,. Measuring and forecasting demand. Marketing Intelligence, analyzing the macro environment, changing consumption pattern of India, Green Marketing, The Marketing research process, measuring marketing productivity.		
III	Segmentation, Targeting and Positioning Market Segmentation, Objectives, and Significance of Market Segmentation; Bases for Segmenting Consumer Market & Business Market:		

	Market Targeting: Concept of Target Market and Market Targeting; Positioning: Positioning for Competitive advantage, choosing and implementing positioning strategies.		
IV	Managing the Marketing Effort Building Customer Relationships through satisfaction, value and Quality, Creating Brand Equity, Creating competitive advantages: Competitor Analysis and Competitive strategies, competitive positions, market-leader strategies, market-challenger strategies, market-nicher strategies. The global marketplace. Marketing Ethics: Marketing Ethics: Definitions, characteristics of Marketing Ethics. Contemporary Issues in marketing like		
V	Practical: Students should select one industry and company from same industry and prepare a strategic marketing plan for the same. The student should detail its plan by mentioning the specific growth strategy, STP and competitive marketing strategy.	---	30 Marks of CEC

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussion and presentation
- (b) Role play
- (c) Audio-Video Material

5. Evaluation:

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

A	Continuous Evaluation Component comprising of Class test, Assignment, Presentation, Class participation	(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, Keller, Koshy & Jha	Marketing Management	Pearson	14 th Edition
2	Lamb, Hair, Sharma & McDaniel	MKTG - Principles of Marketing	Cengage	South Asian Edition - 2016
3	Ramendra Singh	Case Studies in Marketing Management	Pearson	Latest
4	Kotler & Keller	Marketing Management	Pearson	Latest
5	Paul Baines	Essentials of Marketing	Oxford University Press	Latest

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

1. Indian Journal of Marketing
2. Harvard Business Review
3. International Journal of Retailing
4. Journal of Business and Retail Management Research