# CORE COURSE – 209 MARKETING MANAGEMENT

## Introduction:

The field of management has undergone a sea change and has today

assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and newer trends are constantly emerging. Now it has become utmost necessary for everyone to have knowledge of this field.

**Objective:** This subject is designed to provide a basic understanding of the subject of marketing management to the students. What marketing management is? How it has evolved during the time? What can be marketed and How it can be marketed?

This part is the extension of the core course offered in semester III namely, “Introduction to Marketing”. Basics of marketing management have been introduced in the IIIrd semester and in this part; the marketing mix variables and the different strategies related to the variables are discussed.

## Total Hours : 40 Number of credits: 3

**Lectures per week: 3 of one hour each**

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| **Unit** | **Weightage** |
| **Unit-I** | **25%** |
| **Unit-II** | **25%** |
| **Unit-III** | **25%** |
| **Unit-IV** | **25%** |
| **Total** | **100%** |

**UNIT I: Product Management Part-I (10 Hours) a** Product Decisions

* Concepts of Products
* Levels of Products
* Classification of Products
* Product Decisions
  1. Individual Product Decision (branding, packaging, labeling, servicing)
  2. Product Line Decisions
  3. Product Mix Decisions
* Product Differentiation

1. The Concept of Product Life Cycle
   * The Product Life Cycle
   * Stages in PLC and Marketing Strategies
2. The New Product Development Process
   * Introduction – need for new products
   * The Product Development Process

## UNIT II: Product Management Part-II AND Pricing Decisions (10Hours)

1. Brand Concepts: (6 Hours) (Weightage 15%)
   * Brand Equity
   * Brand Strategy Decisions
   * Brand Re launch
2. Pricing Decision and Strategies (4Hours) (Weightage 10%)
   * Objectives of Pricing
   * Factors Influencing Pricing Decisions
   * Pricing Strategies
   * Special Pricing Strategies

## UNIT III: Distribution Decisions (10Hours)

**-** Channels of Distribution

* Role and Importance of Channels
* Functions of Channels
* Channel Levels
* Types of Intermediaries and Number
* Types of Retailing
* Wholesaling
* Vertical and Horizontal Marketing Systems
* Multi-channel Marketing Systems

## UNIT IV: Marketing Communications (10Hours)

**-** Integrated Marketing Communications

* Advertising and Publicity
* Developing Effective Advertising Programs
* Difference between Advertising and Publicity
* Sales Promotions

a Consumer Sales Promotion b Trade Promotion

* Public Relations
* Personal Selling

1. Steps in Personal Selling Process
2. Sales Force Management
3. Direct Marketing

## Text Book :

**1.** Marketing Management; Dr. K.Karunakaran, Himalaya Publishing House, 2009 Edition.

## Reference Books:

1. Marketing Management, 13th Edition: A South Asian Perspective, Abraham *Koshy* and Mithileshwar *Jha*, Philip *Kotler* and Kevin Keller.
2. Marketing Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill.
3. Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.

## Topics for assignments:

**1**. Brand Strategies of any one company.

1. Market position of a newly launched product or service in last one year.
2. Methods of sales forecasting.
3. A note on consumerism.

## Suggested topics for seminars and presentations:

1. Distribution strategy of any one company.
2. Promotional tools (communication mix) adopted by any one company.
3. Comparative advertising strategies of any two companies.
4. Sales promotions offered by FMCG companies/brands (Minimum two companies/brands).