

Course code	Course Title	L	T	P	C
BMGT104L	Marketing Management	3	0	0	3
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives					
<ol style="list-style-type: none"> 1. To comprehend the basics of marketing and its related concepts. 2. To develop marketing plan for the given situation. 3. To carry out market research survey. 					
Course Outcomes					
At the end of the course, the students will be able to					
<ol style="list-style-type: none"> 1. Create marketing strategy for the given business scenario. 2. Analyze the factors that affect the marketing program of an organization. 3. Identify market gaps and develop product ideas with appropriate STP strategies. 4. Formulate marketing mix strategies for a given business situation. 5. Develop promotional mix for a given business case. 6. Ascertain the latest trends in marketing. 					
Module:1	Marketing Basics	6 hours			
Understanding marketing, scope of marketing, company orientation towards the marketplace, core concepts of marketing, types of market, marketing mix, value chain, core competencies, marketing strategy, and marketing plan.					
Module:2	Environment Scanning and Market Research	6 hours			
SWOT analysis, environment analysis - micro and macro factors, Porter's five forces framework, marketing research process, and demand measurement.					
Module:3	Connecting with Customers and Building Strong Brands	9 hours			
Building customer value, satisfaction, and loyalty, maximizing customer life time value (CLV), consumer buying decision process, segmentation, targeting, and positioning (STP) strategy - levels and bases of segmentation, market targeting, positioning, repositioning, understanding brand equity, building and managing brand equity.					
Module:4	Setting Product and Pricing Strategies	8 hours			
Product classifications, product levels, product line and mix, product life cycle (PLC), product-market growth strategies - Ansoff matrix and BCG matrix, new product development (NPD), understanding pricing, pricing strategies and methods, and responding to price change.					
Module:5	Channel Management	5 hours			
Channel functions and flows, channel levels, channel design, channel integration and systems, distribution strategies, channel intermediaries - wholesalers and retailers, understanding private labels, and channel conflict and resolution strategies.					
Module:6	Integrated Marketing Communications (IMC)	6 hours			
Advertising - ad types, advertising medium, and evaluation of ads, Sales Promotion - salesforce promotion, trade promotion, and consumer promotion, Direct Marketing - kiosk, catalogues, e-mail, SMS, vending machines, and telemarketing, Public Relations - publicity, newsletter, CSR, sponsorships, and advertorials, Digital Advertising - Types of digital media, display ads, search engine ads, social media marketing, and artificial intelligence based marketing techniques, and Personal Selling.					
Module:7	Marketing for long-term Success	3 hours			
Holistic marketing organization, socially responsible business models, cause-related					

marketing, social marketing, marketing implementation and control, and future of marketing.			
Module:8	Contemporary Topics		2 hours
		Total Lecture hours:	45 hours
Text Book(s)			
1.	Philip Kotler and Keller Kevin, <i>Marketing Management</i> , 2021, Global Edition (16 th), Pearson Education, UK		
2.	Ramaswamy, V. S., and S. Namakumari, <i>Marketing Management: Indian Context, Global Perspective</i> , 2018, 6 th Edition, SAGE Publications India Pvt Limited, India		
Reference Books			
1.	Hermawan Kartajaya, Iwan Setiawan and Philip Kotler, <i>Marketing 5.0: Technology for Humanity</i> , 2021, 1 st Edition, Wiley, USA		
2.	Lilien, Gary L., Arvind Rangaswamy, and Arnaud De Bruyn, <i>Principles of Marketing Engineering and Analytics</i> , 2017, 3 rd Edition, DecisionPro Inc.		
Mode of Evaluation: CAT, Written Assignment, Quiz, and FAT			
Recommended by Board of Studies		27-05-2022	
Approved by Academic Council		No. 66	Date 16-06-2022