

Course code	Course Name	L-T-P-Credits	Year of Introduction
ME368	Marketing Management	3-0-0-3	2016
<b>Prerequisite : Nil</b>			
<b>Course Objectives: :</b>			
<ul style="list-style-type: none"> <li>• To introduce the concept of market and marketing</li> <li>• To give idea about launching a new product</li> <li>• To introduce the various marketing strategies</li> </ul>			
<b>Syllabus:</b>			
Introduction to marketing, Social and Marketing planning, Consumer behavior, Marketing communication, Designing the message, New trends in marketing			
<b>Expected Outcomes:</b>			
The students will be able to			
<ol style="list-style-type: none"> <li>i. state the role and functions of marketing within a range of organizations.</li> <li>ii. describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations.</li> <li>iii. identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken</li> <li>iv. synthesize ideas into a marketing plan</li> </ol>			
<b>Text books:</b>			
<ol style="list-style-type: none"> <li>1. Majumdar R., Marketing Research, Text, Applications and Case Studies, New Age International (P), 1991</li> <li>2. Ramaswamy V.S. &amp; Namkumari S, Marketing Management: Planning, Implementation and Control, Macmillan India Limited, 2002</li> <li>3. Robert, Marketing Research, Prentice Hall of India, 1999</li> <li>4. T N Chabra and S K Grover : Marketing management, Dhanpat Rai, 2007</li> </ol>			
<b>Reference books:</b>			
<ol style="list-style-type: none"> <li>1. Kotler P, Marketing Management: Analysis, Planning, Implementation and Control, Prentice Hall of India, 1993</li> <li>2. Stanton W.J., Etzel M.J. &amp; Walker B.J, Fundamentals of Marketing, McGraw Hill International Edition, 1994</li> </ol>			
<b>COURSE PLAN</b>			
Module	Contents	Hours	End Sem. Exam. Marks
<b>I</b>	Introduction to marketing - concept of market and marketing – marketing environment - controllable factors - factors directed by top management - factors directed by marketing - uncontrollable factors - demography, economic conditions, competition.	<b>7</b>	<b>15%</b>
<b>II</b>	Social and Marketing planning - marketing planning process - Boston consultancy group model - marketing mix - marketing mix variables. Developing, testing and launching of new products .	<b>7</b>	<b>15%</b>

<b>FIRST INTERNAL EXAMINATION</b>			
<b>III</b>	Market segmentation and market targeting - introduction to segmentation - targeting and product positioning. Marketing research - need and scope - marketing research process – research objectives, developing research plan, collecting information, analysis, and findings.	<b>7</b>	<b>15%</b>
<b>IV</b>	Consumer behaviour - factors influencing consumer behaviour - perceived risks Product life cycle - marketing strategies for different stages of product life cycle	<b>6</b>	<b>15%</b>
<b>SECOND INTERNAL EXAMINATION</b>			
<b>V</b>	Marketing communication - marketing mix variables - steps in developing effective communication - identification of target audience - determination of communication objectives	<b>7</b>	<b>20%</b>
<b>VI</b>	Designing the message - selecting the communication channels - promotion mix evaluation - advertising and sales promotion - factors in advertising - sales promotion tools. New trends in marketing- Brand management - significance of branding to consumers and firms	<b>8</b>	<b>20%</b>
<b>END SEMESTER EXAMINATION</b>			

### **Question Paper Pattern**

**Maximum marks: 100**

**Time: 3 hrs**

The question paper should consist of three parts

#### **Part A**

There should be 2 questions each from module I and II

Each question carries 10 marks

Students will have to answer any three questions out of 4 (3X10 marks =30 marks)

#### **Part B**

There should be 2 questions each from module III and IV

Each question carries 10 marks

Students will have to answer any three questions out of 4 (3X10 marks =30 marks)

#### **Part C**

There should be 3 questions each from module V and VI

Each question carries 10 marks

Students will have to answer any four questions out of 6 (4X10 marks =40 marks)

Note: Each question can have a maximum of four sub questions, if needed.