

MG6072 MARKETING MANAGEMENT

DETAILED SYLLABUS

OBJECTIVES:

- To enable students to deal with newer concepts of marketing concepts like strategic marketing segmentation, pricing, advertisement and strategic formulation. The course will enable a student to take up marketing as a professional career.

UNIT I MARKETING PROCESS

Definition, Marketing process, dynamics, needs, wants and demands, marketing concepts, environment, mix, types. Philosophies, selling versus marketing, organizations, industrial versus consumer marketing, consumer goods, industrial goods, product hierarchy.

UNIT II BUYING BEHAVIOUR AND MARKET SEGMENTATION

Cultural, demographic factors, motives, types, buying decisions, segmentation factors - demographic - Psycho graphic and geographic segmentation, process, patterns.

UNIT III PRODUCT PRICING AND MARKETING RESEARCH

Objectives, pricing, decisions and pricing methods, pricing management. Introduction, uses, process of marketing research.

UNIT IV MARKETING PLANNING AND STRATEGY FORMULATION

Components of marketing plan-strategy formulations and the marketing process, implementations, portfolio analysis, BCG, GEC grids.

UNIT V ADVERTISING, SALES PROMOTION AND DISTRIBUTION

Characteristics, impact, goals, types, and sales promotions - point of purchase - unique selling proposition. Characteristics, wholesaling, retailing, channel design, logistics, and modern trends in retailing, Modern Trends, e-Marketing.

TEXT BOOKS:

1. Philip Kotler & Keller, "Marketing Management", Prentice Hall of India, 14th edition, 2012.
2. Chandrasekar. K.S., "Marketing Management Text and Cases", 1st Edition, Tata McGraw Hill – Vijaynicole, 2010.

REFERENCES:

1. Ramasamy and Nama kumari, "Marketing Environment: Planning, implementation and control the Indian context", 1990.
2. Czinkota & Kotabe, "Marketing management", Thomson learning, Indian edition 2007
3. Adrain palmer, "Introduction to marketing theory and practice", Oxford university press IE 2004.
4. Donald S. Tull and Hawkins, "Marketing Research", Prentice Hall of Inida-1997.
5. Philip Kotler and Gary Armstrong "Principles of Marketing" Prentice Hall of India, 2000.