

GENERIC ELECTIVE

GE: MG 104: FUNDAMENTALS OF MARKETING MANAGEMENT

Course Objective:

This course aims to build a basic understanding of marketing management decisions. It will equip students with an understanding of marketing mix elements.

Learning Outcomes:

Students will be able to

1. Understand the concept of marketing and related concepts.
2. An understanding of various elements of marketing mix

Course Content:

Unit I

(2 Weeks)

Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Portfolio approach-Boston Consulting Group (BCG)

References:

Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson, [Chapter 2,9]

Kotler, P. & Keller, K. L.: Marketing Management, Pearson. – [Chapter 1,23].

Unit II

(4 Weeks)

Basis for Segmenting Consumer Markets; Targeting and Positioning strategies; Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling.

References:

Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson. – [Chapter 7,9,8]

Kotler, P. & Keller, K. L.: Marketing Management, Pearson. (15th Edition) – Chapter 12

FUNDAMENTALS OF MARKETING MANAGEMENT

Unit III **(4 Weeks)**

Pricing Decisions: Determinants of Price, Pricing Methods and strategies. Promotion Decisions: Factors determining promotion mix, Promotional Tools Fundamentals of advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling. Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers

References:

Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson. – [Chapter 10,11,12,16,13,14,15]

Kotler, P. & Keller, K. L.: Marketing Management, Pearson. (15th Edition) – [Chapter 16, 20,21,22].

Unit IV **(2 Weeks)**

Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps.

References:

Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson. – [Chapter 8]

Text Books:

1. Kotler, P. & Keller, K. L.: Marketing Management, Pearson. (15th Edition)
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing: A South Asian Perspective, Pearson. (13th Edition)

Additional Readings:

1. Ramaswamy, V.S. & Namakumari, S.: Marketing Management: Global Perspective- Indian Context, Macmillan Publishers India Limited. (Latest Edition)
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., Haq, ul Ehsan: Principles of Marketing, Pearson. (17th Edition)
3. Kotler, P. & Keller, K. L., Koshy A., Jha M.: Marketing Management: A South Asian Perspective, Pearson. (13th Edition)

FUNDAMENTALS OF MARKETING MANAGEMENT

Teaching Learning Process:

Lectures, Presentations, Role plays, Case studies, Term paper on a given topic

Assessment Methods:

Internal assessment 25 marks

Written exam 75 marks

Keywords:

Customer, Segmentation, positioning, product decisions, promotion, channels of distribution, pricing