

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION (GTU'S Global Program)

**Year – I (Semester – II) (W.E.F. January 2014)**

**Subject Name: Marketing Management (MM)**

**Subject Code: 2820005**

**1. Course Objective:** The objective of the course is to familiarize the students with the marketing concepts and practices and develop their analytical skills, conceptual abilities and substantive knowledge in the aforesaid field along with the practical exposure. It seeks to achieve the objective by helping the participants to undergo meaningful exercises in decision making in a variety of real life situations. This course is intended to be a foundation course for those who plan to do further work in marketing in the second year. It is also designed to serve as a terminal course for those not intending to specialize in marketing.

**2. Course Duration:** The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

### **3. Course Contents:**

<b>Module No:</b>	<b>Module Content</b>	<b>No. of Sessions</b>	<b>Marks (70 External exam)</b>
I	Understanding Marketing management and Marketing Environment: nature and scope of marketing management; company orientation towards the market place; value chain and value delivery process; corporate strategic planning; business unit strategic planning; gathering market information (MKiS) and scanning the environment.	7	17
II	Understanding consumer behavior & identifying market segments & dealing with competition , branding: creating customer value & satisfaction; factors influencing consumer behavior and buying process ; organizational buying ; segmenting , targeting , positioning ;dealing with competition; crafting the brand positioning; creating brand equity; branding decisions.	7	17

III	Dealing with product – life cycle , new product development, classification , service as a product , pricing product ,global market: product life cycle ; new products – need , scope and importance &new product development process .; product mix , product line , product-brand relationship ; basics of services marketing; pricing’ managing service quality; dealing with global market	7	18
IV	Distribution & integrated marketing communication : designing and managing distribution channels ; multichannel marketing ; direct marketing & e-commerce ; managing retailing , wholesaling, mass communication - advertising and sales promotion; event and experience marketing; public Relations; managing personal communications; direct and interactive marketing; word of mouth and personal selling.	7	18
V	<b>Practical Exposure:</b> Studying four P’s of various brands, Studying distribution strategies of various sectors and companies, studying segmentation, targeting and positioning strategies, creating a new product and testing the same, Studying the product life cycle of various products/brands with strategies adopted at various levels, identifying factors influencing buying decisions in consumer and business markets, studying the integrated marketing communication of various brands viz-a-viz their competitors, studying value chain and logistics of companies, studying global marketing strategies for global brands, etc.	8	(20 Marks of CEC Internal Evaluation)

**4. Teaching Method:** The course will use the following pedagogical tools:

- (a) Case discussions covering a cross section of decision situations.
- (b) Discussion on issues and techniques
- (c) Projects/Assignments/Quiz/Class Participation, etc.

**5. Evaluation:**

<b>A</b>	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
<b>B</b>	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
<b>C</b>	End –Semester Examination	Weightage 70 marks (External Assessment)

## 6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	Kotler, Keller , Koshy and Jha	Marketing Management: “A South Asian Perspective”	Pearson Education	Latest edition
T2	Stanton ,Etzel, Walker	Fundamental of Marketing	McGraw Hill Inc.	Latest edition
T3	Ramaswami & Namakumari	Marketing Management : Indian context	Macmillan(India) Limited , New Delhi.	First Indian Print 2004(or later)

**Note:** Wherever the standard books are not available for the topic appropriate print and online Resources, journals and books published by different authors may be prescribed.

## 7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	Kotler & Keller	Marketing Management	Pearson Education	Global edition (14e)
R2	Tapan panda	Marketing management	Excel Books	Latest edition
R3	Rajan Saxena	Marketing Strategies	Tata- McGraw Hill Publishing Company ,	Latest edition
R4	Panwar J.S.	Marketing in the new Era	SAGE	Latest edition
R5	Khurana & Ravihandran	Strategic Marketing Management	Global Business Press , N. Delhi	Latest edition
R6	Mazumdar Ramanuj	Marketing Strategies	Allied Publishers Ltd. New Delhi	Latest edition
R7	Kaznil	Marketing management	Excel Books	Latest edition
R8	Dhruv Grewal & Michael Levy	Marketing	Tata- McGraw Hill Publishing	Latest edition
R9	V.S. Ramaswamy &	Marketing management	Macmillian	Latest edition
R10	H.H.Kaznil	Marketing Management -Text	Excel books	Latest edition

R11	Tapan K. Panda	Marketing Management -	Excel Books	Latest edition
R12	Joel R. Evans , Barry Berman	Marketing management	Cengage Learning	Latest edition
R13	Atul nayak	Fundamentals of Marketing	Excel books	Latest edition
R14	K.Karunakaran	Marketing management – text	Himalaya	Latest edition
R15	Arunkumar, n.Meenakshi	Marketing management	Vikas	Latest edition

### 8. List of Journals/Periodicals/Magazines/Newspapers, etc.:

Journal of Marketing (USA), Indian Journal of Marketing, Marketing Master Mind, Etc.,

### 9. Session Plan:

Session Nos.	Topic
1-2	Nature, Scope, Importance and Core Concepts
3	Company Orientation towards the market place
4-5	Developing Marketing Strategies and Plans
6	Gathering Market Information(MKiS)
7	Scanning the Environment(Micro & Macro)
8	Creating Customer Value, Satisfaction and Loyalty
9	Factors influencing Consumer Behavior and Consumer Buying Process
10	Analyzing Business Market
11-12	Segmenting , Targeting , Positioning
13	Dealing with competition
14	Creating Brand Equity
15	Crafting the Brand Positioning
16	product life cycle & strategies for different PLC stages
17	Setting Product Strategy
18	Introducing New Market Offerings
19	Designing and Managing Services
20	Developing Pricing Strategies and Programs
21	Dealing with Global market
22	Designing and Managing Integrated Marketing Channels
23	Managing Retailing, Whole selling, and Logistics
24	Designing & managing integrated marketing communications
25	Managing Mass Communication: Advertising, Sales Promotions
26	Managing Mass Communication: Event and Experience marketing , Public

27	Managing Personal Communications: Direct and Interactive Marketing
28	Managing Personal Communications: Word of Mouth and Personal Selling
29	<b>Practical Exposure:</b> Studying four P's of various brands, Studying distribution strategies of various sectors and companies, studying segmentation, targeting and positioning strategies, creating a new product and testing the same, Studying the product life cycle of various products/brands with strategies adopted at various levels, identifying factors influencing buying decisions in consumer and business markets, studying the integrated marketing communication of various brands viz-a-viz their competitors, studying value chain and logistics of companies, studying global marketing strategies for global brands, etc.