

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – I (Semester – I) (W.E.F. Academic Year 2017-18)

Subject Name: FUNDAMENTALS OF MARKETING (FOM)

Subject Code: 3519206

Subject Credits: 3

Total Marks: 150

1. Course Objective:

The changing dynamics of the national and global economies have created a challenging scenario for all marketers. The technological updations have opened the doors of global market place where the businesses are now boundary less in real sense. So, this course is aimed to provide the basic understanding of marketing and the related concepts to the management students. The course will also provide the brief idea on latest technological trends and digital aspects in area of marketing. By learning this course, students will get the insights regarding important fundamental aspects of marketing from the managerial perspective. The students will get a holistic approach of marketing as an important function in the business environment and its applications to achieve the organizational goals.

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

3. Course Contents:

Module No.	Contents	No. of Sessions	Marks (out of 70)
I	<ul style="list-style-type: none">• Basic Concepts of Marketing• Customer Value and delivery• Components of Modern marketing Information System• Marketing Environment• Forecasting and Demand measurement	11	21
II	<ul style="list-style-type: none">• Understanding the Consumer Market• Understanding industrial markets• Segmenting and Targeting markets• Brief on Positioning	9	14
III	<ul style="list-style-type: none">• Understanding Product concepts• Packaging, labelling, Warranties and Guarantees• Introducing New market offerings	10	21

	<ul style="list-style-type: none"> • Pricing Concepts 		
IV	<ul style="list-style-type: none"> • Integrated Marketing Communications • Designing and managing integrated marketing channels 	6	14
	<p>Practical Students may be given assignments on studying the real life applications of all concepts covered in the one to four modules. They may be given the minor projects on preparing marketing plan for the specific product based on their theoretical understanding. The students may also be given the case studies based on the various concepts taught in the different modules.</p>	---	Internal Evaluation (30 Marks of CEC)

4. Case Studies:

Faculties can refer the case studies (preferably Indian cases) from reputed books/journals/other reading material for the discussion. It is strongly recommended that the theoretical discussion of each concept has to be supported with the discussion of case studies in specific area.

5. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures and Discussions.
- Assignments and PPT Presentations.
- Case Studies.

6. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Projects/Quiz/Test/Class Attendance/ Participation (List of activities)	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

7. Textbooks:

Author	Name of the Book	Publisher	Year of Publication
Kotler, Keller, Koshy & Jha	Marketing Management	Pearson	14th ed.
Lamb, Hair, Sharma & McDaniel	MKTG - Principles of Marketing	CENGAGE Learning	South Asian Edition - 2016

7. Other Readings

Author	Name of the Book	Publisher	Year of Publication
Kotler & Armstrong	Principles of marketing	Pearson	Latest edition
Paul Baines	Essentials of Marketing	Oxford University Press	Latest edition
Charles W Lamb	Principles of Marketing	Cengage Learning	Latest edition
Neeru Kapoor	Principles of Marketing	PHI	Latest edition
S A Sherlekar	Marketing Management	Himalaya Publishing House	Latest edition

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Journal of Marketing
2. Marketing Science
3. European Journal of Marketing
4. Journal of Marketing Management
5. Journal of Consumer Marketing
6. Marketing Intelligence & Planning
7. Journal of Business & Industrial Marketing
8. Brand Equity (ET - Wednesday Supplement)
9. 4Ps magazine
10. Various web based magazines and e resources

Note: The list of reading sources are the only the suggestive list of reading material for the course. It should not be considered as the exclusive prescribed sources. The students and faculty have the freedom to choose any of the other reading material for the teaching and learning process.

8. Session Plan:

Session No.	Topics to be covered
1-3	Basic Concepts of Marketing: Defining marketing, Scope, Core marketing concepts, Company orientations towards the marketplace
4-5	Customer Value and delivery: Marketing and customer value, value delivery process, value chain, core competencies, customer perceived value, total customer satisfaction, monitoring satisfaction , maximizing customer lifetime value

6-7	Components of Modern marketing Information System: Internal records, Marketing intelligence
8-9	Marketing Environment :Needs and trends, Major macro - environmental forces
10-11	Forecasting and Demand measurement: Measures of market demand, Vocabulary for demand measurement, Estimating current and future demand
12-14	Understanding the Consumer Market: Consumer behavior, Key Psychological process, Buying decision process, Behavioral decision theory and behavioral economics
15-16	Understanding industrial markets: Organizational buying, Participants in business buying process, Purchasing process stages in buying process, Developing and managing B to B marketing programs, Institutional and government markets
17-20	Segmenting and Targeting markets: Understanding market segmentation, Bases for segmenting consumer markets, Bases for segmenting business markets, Steps in segmenting markets, Selecting target markets Brief on Positioning
21-23	Product: Product characteristics and classifications, Product differentiation, Product design, Luxury products, Product and brand relationship, Packaging, labelling, Warranties and Guarantees.
24-27	Introducing New market offerings: New product options, Challenges in new product development, Organizational arrangements, Managing new product development process: Idea Generation, Idea Screening, business analysis, product development, market testing, commercialization
28-30	Pricing concepts : Important of price, Pricing objectives, Demand determines of price, Other determinants of price, How to set a price on a product, Legality and ethics of price strategies, Tactics for fine-tuning the base price, Product line pricing, Pricing during difficult economic scenario
31-33	Integrated Marketing Communications : Role of promotion in marketing mix, The promotional mix, Marketing communication, The goal and tasks for promotion, Promotional goals and AIDA concept, Factors affecting promotional mix
34-36	Designing and managing integrated marketing channels : Marketing channels and value network, Role of marketing channels, Channel design decisions, Channel management decisions, Channel integration and systems, E-commerce, M-Commerce, Conflicts, cooperation and competition
