

Gujarat University
K. S. School of Business Management and Information Technology
[Five Years' (Full – Time) M.B.A. Integrated Degree Course]
Second Year B.B.A. (Sem - III)
Code: KS-MBA-DSC-C-231
Marketing Management

Course Credit: 4

Instructions: This is a Discipline Specific Core (DSC) subject, including approximately 55 to 60 hours of direct teaching. At least two assignments in the semester would be given to the students in this subject.

Objective: Marketing as a management function has expanded its boundaries to more diverse activities as companies are increasingly becoming more customer-centric in its approach. Understanding various fundamentals of marketing management is imperative for students paving their ways to becoming effective business managers. The objective of the course is to provide an elementary understanding about marketing theories and dimensions along with their practical relevance and applicability in organizations. The course is designed to provide a rudimentary understanding of various marketing mix elements and strategies pertaining to them to help students comprehend the dynamics of the marketing environment of businesses.

Program Outcomes: The learnings, at the Second Year of the MBA programme, focus more on practical orientation of the various subjects. For business to grow and flourish, competitive edge is the need of the hour. The application based study of the concepts, introduced in various subject areas, prepares students to face any kind of market competition and make them able to deliver best in any circumstances.

Course Outcomes: Students will develop an overall understanding of Marketing Management practices and their practical implications on business decisions. This will also encourage students to have an insightful learning of various marketing mix elements and the related strategies.

Detailed Syllabus:

Module: 1

[25%]

Introduction to Marketing

- What is marketing?
- Things a marketer can market
- Concepts : Customer Needs, Wants, Demand, and Customer Satisfaction
- Marketing Management Orientations
- Concept of Segmentation, Targeting and Positioning

- Introduction to Marketing Mix Elements (4Ps)

Marketing Research

- Concept and Process of Marketing Research

Consumer Buyer Behaviour

- Concept and Types of Buying Behaviour

Module: 2

[25%]

Managing Products and Services

- Concept of Products, Services and Experiences
- Levels of Product and Services
- Types of Consumer and Industrial products
- Product Decisions – Product Attributes, Branding, Packaging and Labelling
- Product Line and Product Mix Decisions
- Product Life Cycle Stages
- Services : Nature and Characteristics
- Concept of Extended 3Ps for Services – People, Process and Physical Evidence

Module: 3

[25%]

Pricing

- Concept of Price
- Factors Considered while setting prices (in brief)
- New Product Pricing Strategies
- Product Mix Pricing Strategies
- Price Adjustment Strategies

Distribution and Marketing Channels

- Nature and Importance of Marketing Channels
- Channel Levels
- Concept of Vertical and Horizontal Marketing Systems
- Concept of Multi-Channel Distribution

Module: 4

[25%]

Promotion

- The Promotion Mix
- Methods for setting the Promotion Budget
- Advertising – Objectives and 5Ms
- Public Relations – Functions and tools
- Personal Selling - Nature and Process
- Sales Promotion – Objectives and Tools for Consumer Promotion
- Direct Marketing – Forms of Direct marketing

Assignment: Minimum 3 Assignments

Reference Books:

- Principles of Marketing by Philip Kotler and Gary Armstrong (Pearson Education)
- Marketing Management by Ramaswamy and Namakumari (Macmillan)
- Marketing Management by Arunkumar and Meenakshi (Vikas Publisher)
- Marketing Management by Rajan Saxena (Tata McGraw-Hill)
- Case Studies in Marketing Management by Kumar (Pearson)

Mode of Evaluation:

Continuous Evaluation 30%

Mid Semester Exam 20%

End Semester Exam 50%

Assessment Tools: Class Test, Quiz, Assignment, Presentation, Project, Debate and Discussion