

**GUJARAT UNIVERSITY**  
**K.S.SCHOOL OF BUSINESS MANAGEMENT**  
**[Five Years (Full Time) M.B.A. Integrated Degree Course]**  
**FOURTH Year M.B.A. (SEM-VIII)**  
**KS\_M\_482**  
**ADVANCED MARKETING MANAGEMENT**

---

**3 credit course**

**Objective:**

The objective of this course is to develop the basic analytical skills, conceptual abilities and substantive knowledge in the field of marketing. 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.

---

**MODULE: 1**

**(20%)**

Introduction to Marketing

- Core Marketing Concepts
- Development of Marketing Concept

Environment Scanning

- Internal records
- Marketing intelligence
- Macro-environment
- Marketing Plan

Marketing Research Process

Marketing Metrics and Dashboards

**MODULE: 2**

**(20%)**

Consumer Markets

- Factors affecting Consumer Behaviour
- Buying Decision Process

Business Markets

- Organizational Buying
- Participants in the Business Buying
- Procurement Process
- B-to-B Customer Relationships

Global Markets

- Global competition
- Deciding which markets to enter
- Entry Strategies
- Global Market Program
- Country of origin Effects

### **MODULE: 3**

**(20%)**

#### Segmentation and Targeting

- Bases for segmenting consumer markets
- Bases for segmenting business markets
- Market targeting

#### Positioning

- Brand Positioning
- POPs and PODs
- Differentiation Strategies

#### Brand Equity

- Concept
- Branding Strategies

#### Competitive strategies

- Market Leaders
- Market Challengers
- Market Followers
- Nichers

### **MODULE: 4**

**(20%)**

#### Product Strategy

- Product Levels and Classifications
- Product and Service Differentiation
- Product and Brand Relationships

#### Marketing of Services

- Nature of Services
- Service Characteristics
- Managing Service Quality

#### Pricing Strategy

- Setting the Price
- Adapting the Price
- Initiating and Responding to price changes

## New Market Offerings

- New Product Options
- New Product Development Challenges
- NPD Process
- Consumer Adoption Process

## **MODULE: 5**

**(20%)**

### Distribution

- Marketing Channels and Network
- Channel Design and management Decisions
- Retailing and Wholesaling
- Market Logistics

### Integrated Marketing Communications

- Developing Effective Communication
- Communication mix
- Managing IMC
- Mass Communication (Advertising, Sales Promotion, PR, Events and Experiences)
- Direct marketing

**No. of lectures in semester:** Approximately 40 to 45 hours

**Assignment:** Minimum 3 Assignments

### **Reference Books:**

- Marketing Management by Kotler, Keller, Koshy and Jha (Pearson)
- Marketing (Asian Edition) by Baines, Fill, Page and Sinha (Oxford University Press)
- Marketing Management by Ramaswamy and Namakumari (Macmillan)
- Marketing Management by Arunkumar and Meenakshi (Vikas Publisher)
- Case Studies in Marketing Management by Kumar (Pearson)
- Marketing Management by Rajan Saxena (Tata McGraw-Hill)