

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Third Year B.B.A. (SEM – V)
KS_M_SE_359
Marketing Management –Theory and Practice- I (Subject Elective)

3 credit course

Objective:

The objective of the course is to provide an understanding about the basic aspects of marketing management and its overall importance in today's era. The students will also learn various marketing strategies based on various marketing mix elements and understand their practical implications in the market place. A broad overview of products and services will further help them understand the finer elements of differences between the two market offerings. A rich blend of marketing cases and the theoretical concepts will nurture students to deal with real life corporate situations.

MODULE: 1 Introduction to Marketing Management (20%)

- Concepts of marketing management
- Difference between Marketing and Selling
- Importance of Marketing

Marketing Mix Elements:

- For products
- For Services

Strategic Planning for Competitive Advantage:

- Nature of Strategic Planning
- Marketing Plan
- Business Mission
- Situation Analysis
- Competitive Advantage
- BCG matrix

MODULE: 2 Consumer Decision Making And Business Marketing (20%)

Consumer Decision making:

- Consumer Decision making Process
- Factors influencing consumer Buying Decision
- Consumer involvement
- Types of Consumer Buying Decision

Business Marketing:

- Business v/s Consumer Market
- Major categories of Business Consumer
- Types of Business Products
- Business Buying Behaviour

- Relationship Marketing- Concept

MODULE: 3 Product and Service Decisions

(20%)

Product:

- Types of Consumer Product
- Product Mix and Line Decisions and Adjustments

Managing New Products:

- Importance and Categories of New Products
- New Product Development Process
- Diffusion of New Products
- Product Life Cycles

Services:

- Characteristics of Services
- Service quality
- Service Gap Model
- 7Ps of Services
- Relationship marketing in services

MODULE: 4 Pricing and Distribution Decisions

(20%)

Price:

- Pricing Objectives
- Determinants of Price – Demand , Cost and other Factors
- Tactics for fine-tuning the Base Price
- Product-line Pricing

Distribution:

- Market Channels
- Intermediaries and their functions
- Channel Structures
- Channel strategy decisions
- Managing channel relationships

MODULE: 5 Promotion

(20%)

- Role of Promotion
- Promotional Mix
- Objectives of Promotion
- Marketing Communication
- AIDA Concept
- Factors affecting Promotion Mix
- Types of Advertising
- Creative Decisions in Advertising
- Media Decisions in Advertising
- Public Relations and Publicity
- Sales Promotion - Objectives

- Tools for Consumer and Trade Sales Promotion

No of lectures in semester: Approximately 40 to 45 Hrs.

Evaluation Pattern:

Continuous Evaluation	30%
Mid-Sem. Exam	20%
End-Sem. Exams	50%

Reference Books:

- MKTG – A south-Asian Perspective by Lamb, Hair, Sharma and McDaniel, Cengage Learning.
- Marketing Management by Philip Kotler, Pearson Education
- Marketing –Asian Edition by Baines, Fill and Page, Adapted by P.K.Sinha , Oxford Education.