

GUJARAT UNIVERSITY
K. S. SCHOOL OF BUSINESS MANAGEMENT
[Five Years' (Full-time) M.B.A. Integrated Degree Course]
Third Year B.B.A. (SEM – VI)
KS_M_SE - 369
Marketing Management – Theory and Practice- II (Subject Elective)

3 credit course

Objective:

The objective of the course is to provide an advanced level of understanding in the field of marketing management. An overview of macro-environmental forces affecting the marketing arena in addition to company-specific strategies designed at the micro level helps the students get a holistic knowledge about this field. Incorporation of Global marketing will give the students a thorough knowledge of how international markets throw different challenges for marketers. Concepts of Segmentation and Targeting, Retailing and Supply Chain Management will enhance their overall knowledge related to the strategic decisions in marketing. Contemporary topics related to Social Media and BOP market will give them first hand information on how companies have touched new horizons in the field of marketing.

MODULE: 1 MARKETING ENVIRONMENT

(20%)

Analyzing the macro-environment forces

- The demographic environment
- The economic environment
- The technological environment
- The Political-legal environment
- The Socio-cultural environment
- The natural environment

Developing a Global vision

- Importance of Global Marketing
- Multinational Firms
- External Environment facing Global Marketers
- Methods of entering Global Marketplace
- Global Marketing Mix

MODULE: 2 ANALYZING MARKETING OPPORTUNITIES

(20%)

Segmenting and Targeting Markets

- Importance of Market Segmentation
- Criteria for successful segmentation
- Bases for segmenting Consumer Markets
- Bases for segmenting Business Markets
- Targeting – Strategies
- One to One marketing
- Concept of Positioning

Marketing Decision Support Systems

- Role of Marketing Research
- Steps in Marketing Research
- Internet Surveys – Advantages

MODULE: 3 DISTRIBUTION DECISIONS

(20%)

Supply Chain Management

- SCM – Benefits
- Supply Chain Integration
- Key Processes of SCM
- Managing the Logistical Components of the Supply chain

Retailing

- Role of Retailing
- Classification of Retail Operations
- Major Types of Retail Operations
- Non-Store Retailing
- Franchising

MODULE: 4 RELATIONSHIP MANAGEMENT

(20%)

Personal Selling

- Personal Selling – Advantages
- Relationship Selling
- Steps in the Selling Process

Customer Relationship management (CRM)

- Concept of CRM
- Customer Relationship Management Cycle
- Customer-centric Companies
- Customer Database management
- Data Mining
- Leveraging Customer Information

MODULE: 5 MARKETING IN THE NEW ERA

(20%)

Social Media and Marketing

- Social Media
- Measurement and Evaluation of Social Media
- Social Behaviour of Consumers
- Social Media Tools

BOTTOM OF THE PYRAMID

- The BOP market
- Characteristics of BOP market
- Investment scope in BOP
- Successful Marketing strategies for BOP
- Hurdles in reaching BOP

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

Methodology: Direct Teaching, Assignment, Presentation, Class discussion.

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).