

Marketing Management

1.1 Course Number: MT5701

1.2 Contact Hours: 40 Hours, **Credits:** 8

1.3 Semester-offered: Even Semester (January-June)

1.4 Prerequisite: None

1.5 Syllabus Committee Member: Dr. Sanjay Kumar Kar & Dr. Saroj Kumar Mishra

2 Objective:

- Developing deeper understanding of the business environment for developing successful marketing strategy.
- Understanding the marketplace and customer needs-developing customer-oriented strategies.
- Designing market offerings-products, services and experiences for building sustainable markets and creating leadership positions in the industry.
- Developing and implementing marketing strategies.

3 Course Content:

Unit-wise distribution of content and number of lectures

Unit	Topics	Sub-topic	Lectures
1	Introduction & Business Environment Analysis	Introduction to marketing, Scanning and analyzing business environment	04
2	Consumer Market, B2B Market & Competition Analysis	Analyzing consumer markets and consumer behavior, Analyzing business markets- B2B, Dealing with the competition	08
3	Segmentation, Targeting, and Position	Segmentation, Targeting, and positioning, Creating brand equity	04
4	Marketing mix & Strategies	Developing marketing mix and strategies, Developing pricing strategies: Formulation and implementation, Packaging strategies	06
5	Retailing & Sustainable Marketing	Retailing, Advertising and Sales Promotion, Digital marketing	06

6	Brand building and Brand Equity	Creating Brand Equity	02
7	Project Work	A group of students will be allocated a project relevant to the course, where they can apply their understanding. They will be collecting data through fieldwork, submit their research report and present their findings. Students will thus gain first - hand research experience. Project will be a part of course evaluation.	10
		Total	40

4 Readings

4.1 Text Books:

- Marketing Management: A South Asian Perspective by, Kotler, P; Keller, K.L; Koshi ,A and Jha, M. 14th Edn., Pearson.

4.2 Reference Books:

- Principles of Marketing: Kotler, Armstrong, Agnihotri and Haque, 13th Edition, Pearson.
- Analysis for Marketing Planning by Lehman, D and Winner, R S, 6th Edition, The McGraw-Hill Companies.

5 Outcome of the Course:

On the completion of this course the participants are expected to:

- Learn to design, execute and operationalize marketing strategies.
- Learn application of marketing theories and practices.
- Learn and apply modern marketing techniques.