

## Marketing Management

**1.1 Course Number:** MT5701

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

**1.3 Semester-offered:** 5<sup>th</sup> Semester

**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 | 10       |

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|--|--|--|--------------|
|  |  | experience. Project will be a part of course evaluation. |              |
|  |  |  | <b>Total</b> |
|  |  |  | <b>40</b>    |

#### 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.