

| Course Type | Course Code | Name of Course | L | T | P | Credit |
|---|-------------|----------------------|---|---|---|--------|
| DC | NMSC518 | Marketing Management | 3 | 0 | 0 | 3 |
| Course Objective | | | | | | |
| To introduce basic concepts of marketing management as a basic management functions and marketing strategies with special emphasis on changing nature of marketing in dynamic environment | | | | | | |
| Learning Outcomes | | | | | | |
| Upon successful completion of this course, students will be able: | | | | | | |
| <ul style="list-style-type: none"> to understand the concept of various management functions to take the right decisions to formulate marketing strategy in the dynamic environment customizing the marketing strategy in the competitive market | | | | | | |

| Unit No. | Topics to be Covered | Lecture Hours | Learning Outcome |
|---------------------------|---|---------------|--|
| 1. | Marketing Concepts & Approaches to marketing, Marketing mix, Functions of Marketing | 5 | Understand fundamental marketing concepts, theories and principles in areas of marketing policies. |
| 2. | Marketing environment, Analysing needs & trends in macro environment & micro environment | 5 | To understand the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces. |
| 3. | Marketing Process, Market Segmentation, Market Targeting & Positioning Strategies, B2B & B2C Marketing | 7 | To understand how marketing strategies align with corporate strategies and explain the purpose of segmentation and targeting in marketing |
| 4. | New Product development, packaging, Product life cycle | 6 | To understand the new-product development process - A balanced portfolio containing products at the various stages of the product life cycle. |
| 5. | Physical distribution-Importance & role of distribution in marketing, introduction to various channels of distribution | 6 | To understand how to use distribution channels to market an organization's products and services effectively |
| 6. | Promotion Tools- sales promotion, Advertising, Personal selling, Integrated marketing communication Direct Marketing and Online Marketing | 6 | To understand integrated marketing communication (IMC) and its connection to the organization's marketing strategy, factors to consider when selecting marketing communication methods to execute the strategy, common methods of marketing communication, their advantages and disadvantages |
| 7. | Pricing Strategy Branding and Packaging Recent Trends in Marketing | 7 | To understand how price affects the value of the organization's products or services, Explain the primary factors to consider in pricing, Compare common pricing strategies, Analyze elements of a brand and explain how the brand-building process contributes to the success of products or services, Use foundational skills knowledge to remain current with marketing and management strategies and trends and employ them in new business environments |
| Total Lecture Hour | | 42 | |

Text Books: *Marketing Management: Philip Kotler, Keller, 15 Edition, Pearson*

Reference Books:

1. Namakumari, Ramaswamy – *Marketing Management*
2. N. Meenakshi, Arun Kumar – *Marketing Management*
3. Cases and articles provided by the instructor