

Name of College: S. R. Luthra Institute of Management								
<b>Faculty</b>	Management			<b>Program</b>	Master of Business Administration (M.B.A.)			
<b>Year</b>	I			<b>Version</b>	1.0			
<b>Semester</b>	2			<b>Effective From</b>	June 2023			
<b>Course Code</b>	MGMB12206	<b>Course Name</b>	Marketing Management (MM)					
<b>Teaching Scheme</b>				<b>Examination Scheme</b>				
<b>Credits</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>ME</b>	<b>CE</b>	<b>SE</b>	<b>V</b>	<b>Total</b>
4	4	0	0	30	40	50	---	120

**Course Outcomes:**

<b>CO1</b>	<i>Understand</i> the fundamental concepts of marketing.
<b>CO2</b>	<i>Assess</i> the business environment as a part of marketing plan.
<b>CO3</b>	<i>Evaluate</i> marketing strategies pertaining to segmentation, targeting, positioning, and competition.
<b>CO4</b>	<i>Formulate</i> marketing mix strategies related to product and price.
<b>CO5</b>	<i>Formulate</i> marketing mix strategies related to place and promotion.

**Mapping Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	3	1	1	1	1	1
<b>CO2</b>	2	1	2	2	1	1
<b>CO3</b>	3	2	2	1	1	2
<b>CO4</b>	3	3	2	1	1	3
<b>CO5</b>	3	3	2	1	1	3



Sr. No.	Module	Description	CO	Marks	Hours
1	I	<b>Introduction to Marketing Management:</b>	1, 2	12	10
		<ul style="list-style-type: none"> <li>• Definition, Scope, Core Concepts</li> </ul>			
		<ul style="list-style-type: none"> <li>• Basic 4 Ps of Marketing Mix &amp; Updated Ps of Marketing Mix</li> </ul>			
		<ul style="list-style-type: none"> <li>• Company's Orientation towards Marketplace</li> </ul>			
		<ul style="list-style-type: none"> <li>• Marketing as a value delivery process</li> </ul>			
		<ul style="list-style-type: none"> <li>• Content of a Marketing Plan (briefly)</li> </ul>			
		<b>Capturing Marketing Insights:</b>			
		<ul style="list-style-type: none"> <li>• Analyzing the macro-environment (briefly)</li> </ul>			
		<b>Creating Customer Value:</b>			
		<ul style="list-style-type: none"> <li>• Customer Perceived value</li> </ul>			
2	II	<b>Understanding Consumers' Markets:</b>	3, 4	13	10
		<ul style="list-style-type: none"> <li>• Factors affecting consumer buying behavior</li> </ul>			
		<ul style="list-style-type: none"> <li>• Consumer Buying Decision Process</li> </ul>			
		<ul style="list-style-type: none"> <li>• Business v/s consumer markets</li> </ul>			
		<b>Business v/s Consumer markets:</b>			
		<ul style="list-style-type: none"> <li>• <b>Segmentation:</b> Bases of Segmenting Consumer Markets</li> </ul>			
		<ul style="list-style-type: none"> <li>• <b>Targeting:</b> Effective segmentation criteria, evaluating and selecting the market segments</li> </ul>			
		<ul style="list-style-type: none"> <li>• <b>Positioning:</b> Developing and establishing Brand Positioning, Differentiation strategies</li> </ul>			
		<ul style="list-style-type: none"> <li>• <b>Dealing with Competition:</b> Competitive Strategies (Leaders, Challengers, Followers, Nichers), Product Life Cycle (PLC) Strategies</li> </ul>			
		<ul style="list-style-type: none"> <li>• <b>Developing Product Strategy:</b> Product characteristics and Classification, Product hierarchy, Product system and mix, Product Line and Length decisions, Packaging, Labeling and Warranties</li> </ul>			
3	III	<ul style="list-style-type: none"> <li>• <b>New Product Development:</b> Process &amp; Challenges</li> </ul>	4	13	10
		<ul style="list-style-type: none"> <li>• <b>Brand Management:</b> Brand and Branding concept, Brand persona, Brand elements and element naming, Devising Branding Strategies: Branding decisions, Co-branding and ingredient branding, Brand extensions</li> </ul>			
		<ul style="list-style-type: none"> <li>• <b>Developing Services:</b> Definition, categories, Distinctive Characteristics, SERVQUAL</li> </ul>			
		<ul style="list-style-type: none"> <li>• <b>Pricing Decisions:</b> Consumer Psychology and Pricing, Setting up the price, Price Adaptation and Strategies</li> </ul>			
4	IV	<b>Managing Distribution Channels:</b>	5	12	10
		<ul style="list-style-type: none"> <li>• <b>Marketing Channels:</b> Role, Importance, Design &amp; Management Decisions, Retailing, Wholesaling and Logistics Management</li> </ul>			



	<p><b>Managing Marketing Communications:</b></p> <ul style="list-style-type: none"> <li>• Role of Marketing Communication, Developing Effective Communication, Managing IMC</li> </ul>			
	<p><b>Managing Mass Communications:</b></p> <ul style="list-style-type: none"> <li>• <b>Advertising:</b> 5 Ms</li> <li>• <b>Sales Promotions:</b> Major sales promotion tools</li> <li>• <b>Events, Experiences:</b> Events, Experiences</li> <li>• <b>Public Relationship:</b> Functions and PR decisions, Tools in marketing PR</li> </ul>			
	<p><b>Managing Personal Communications:</b></p> <ul style="list-style-type: none"> <li>• <b>Direct Marketing:</b> Benefits, different direct marketing channels</li> <li>• <b>Interactive Marketing:</b> Advantages and disadvantages, Interactive marketing communication options</li> <li>• <b>Word-of-mouth:</b> Platforms – Social media, Viral marketing, opinion leaders</li> <li>• <b>Personal Selling:</b> Major steps in effective selling</li> </ul>			

REFERENCE

1.	Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). <i>Marketing management: a South Asian perspectives</i> . Pearson.
2.	Arun, K., & Meenakshi, N. (2013). <i>Marketing management</i> . Vikas Publishing House.
3.	Saxena, R. (2012). <i>Marketing management</i> . Tata Mc Graw Hill.
4.	Berger, J. (2016). <i>Contagious: Why things catch on</i> . Simon and Schuster, NY.
5.	Ries, A., & Trout, J. (2001). <i>Positioning: The battle for your mind</i> . McGraw Hill Education 2nd ed. Edition.
6.	Walter, E., & Gioglio, J. (2014). <i>The power of visual storytelling: How to use visuals, videos, and social media to market your brand</i> . Kindle Edition.
7.	Journal of Marketing
8.	Economic Times – Brand Equity
9.	<a href="https://www.academyofindianmarketing.org/">https://www.academyofindianmarketing.org/</a> - Academy of Indian Marketing

