



TEACHING PLAN: MARKETING MANAGEMENT

SCHOOL: Alabbar School of Management		ACADEMIC SESSION: 2023-2024		MBA II SEMESTER	
				FOR STUDENTS' BATCH: 2022-2024	
1	Course code	MGTM-205			
2	Course Title	Marketing Management			
3	Credits	4			
4	Learning Hours	Contact Hours		60	
		Assessment		20	
		Guided Study		20	
		Total hours		100	
5	Course Objective	The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.			
6	Course Outcomes	<p>CO1: learn the basic concepts and principles of marketing and to develop their conceptual skill to be able to manage marketing operations of a business firm.</p> <p>CO2: Understand the complexities involved in various targeting and positioning decisions.</p> <p>CO3: Take effective decisions for launching new products and to understand the implications of different pricing strategies.</p> <p>CO4: Develop the skills to design the promotion-mix strategies</p> <p>CO5: Familiarize about the current trends in marketing to take proactive measures while taking marketing decisions</p>			
7	Outline syllabus:				
7.01	Paper Code	Unit	Introduction	Reference Number	Lectures
7.02	MGTM - 205	Unit I	(a) Marketing: Meaning, Nature, Scope, Process and Importance; Marketing Philosophies/ marketing management Orientations; Marketing vs. Selling; Marketing Mix; Link: https://nptel.ac.in/courses/110/104/110104068/	TB1 1-7	4
			(b) Marketing Environment- Concept and need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Link: https://nptel.ac.in/courses/110/104/110104068/	TB1 8-26	4
			(c) Macro environmental factors– demographic, economic, natural, technological, politico- legal and socio-cultural Link: https://nptel.ac.in/courses/110/104/110104068/	TB1 56-79	4
7.03	MGTM - 205	Unit 2	(a) Need for studying consumer behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions; Classification of CB; Stimulus Response model. Link: https://nptel.ac.in/courses/110/105/110105029/	TB1 116-129	4

7.04	MGTM - 205 Unit 3	(a)	Marketing information system, Sources of customer related information. Management Information System PPT PPT (slideshare.net) MANAGEMENT INFORMATION SYSTEM - ppt download (slideplayer.com)	TB1 82-90	4
		(b)	Marketing research, Concepts, Steps of marketing research process. Market Research. - ppt download (slideplayer.com) Steps in marketing research process PPT (slideshare.net) Strategic Marketing plan: Contents of a structured marketing plan. Microsoft Word - mplan.doc (msbdc.org) Developing a Marketing Plan (fdic.gov)	TB1 162-169	4
		(c)	Customer oriented marketing: Market segmentation, bases of market segmentation, patterns of segmentation, Targeting, Differentiation & Positioning, positioning maps Link: https://nptel.ac.in/courses/110/105/110105029/ Link: https://nptel.ac.in/courses/110/105/110105029/	TB1 170-172	4
7.05	MGTM - 205 Unit 4	(a)	Introduction to STP, STP Process, <i>Requirement for Effective Segmentation, Bases for Segmenting Consumer Markets, Steps in STP, Segmentation Strategy.</i> <i>Market Targeting (developing selection criteria), Types of Market Targeting, Targeting Strategy,</i> Positioning, Positioning for Competitive Advantage, Steps & Positioning Strategy. STP: segmentation, targeting and positioning PPT (slideshare.net) 5.2 The STP Process – Steps 1 and 2 – Marketing (pressbooks.pub) STP (Segmentation, Targeting, Positioning) Marketing Strategy: A Detailed Guide – Sales force India Blog	TB1 162-170 TB1 170-177 TB1 178-187	4
7.06	MGTM - 205	(a)	Product life cycle & Strategies, BCG Matrix, SWOT Analysis, Porters five force model. Link: https://www.coursera.org/lecture/marketing-mix/product-strategy-matrices-bcg-matrix-9Kl4 Concept and classification; Levels of Product; Product-mix dimensions; Branding- concept, functions and qualities of good brand name; Link: https://nptel.ac.in/courses/110/107/110107080/ Packaging and Labelling- concept and functions; Product support services; New product development process. Link: https://www.youtube.com/watch?v=75rah3Yf0no	TB1 190-241	4
		(b)	Concept and objectives of pricing decisions; Factors affecting price of a product; Pricing methods; Pricing strategies.	TB1 247-282	4

	Unit 5		Link: https://blog.hubspot.com/marketing/segmentation-targeting-positioning Channels of distribution- meaning and importance; types of distribution channels and their functions; Link: https://nptel.ac.in/courses/110/107/110107147/		
		(c)	Factors affecting choice of distribution channel; Distribution logistics– concept, importance and major logistics decisions. Wholesaling and retailing. Nature and Importance of Promotion; Link: https://nptel.ac.in/courses/110/107/110107147/ Promotion mix concept and distinctive characteristics of advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Factors influencing promotion mix decisions. Link: https://nptel.ac.in/courses/110/107/110107147/	TB1 288-304 340-358 362-380 386,412	4
8	Course Evaluation				
8.1	CA: 40%				
8.1.1	Attendance	5%			
8.1.2	Assignment	20%			
(a)	Theory	15%			
(b)	Presentation	5% s			
8.1.3	Class test	15%			
8.1.4	Any other	--			
8.2	MTE	20%			
8.3	End-term examination: 40%				

9	Text Books & References	
9.1	Text book	Kotler, P., Armstrong, G. and Agnihotri, P. (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition.
9.2	References	Sharma, K., & Swati Aggarwal. (2018). Principles of Marketing. Taxmann's. The Consumer Protection Act, 1986. Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). <i>Marketing (14th ed.)</i> . Mc Graw Hill. Grewal, D. & Levy, M. (2017). <i>Marketing (5th ed.)</i> . McGraw-Hill Education.
9.3	Video References	https://nptel.ac.in/courses/110/104/110104068/ https://nptel.ac.in/courses/110/108/110108141/ https://nptel.ac.in/courses/110/107/110107147/ https://blog.hubspot.com/marketing/segmentation-targeting-positioning https://www.youtube.com/watch?v=75rah3Yf0no https://nptel.ac.in/courses/110/105/110105029/ https://nptel.ac.in/courses/110/107/110107080/
10	Teaching Method	White board, PPT, Presentation, and Group Discussion

Mapping of Outcomes v. Topics

Outcome no. → Syllabus topic ↓	1	2	3	4	5
Paper Code. Unit I (a)	✓				
Paper Code. Unit I (b)	✓				
Paper Code. Unit I (c)	✓				
Paper Code. Unit II (a)		✓			
Paper Code. Unit II (b)		✓			
Paper Code. Unit II (c)		✓			
Paper Code. Unit III (a)			✓		
Paper Code. Unit III (b)			✓		
Paper Code. Unit III (c)			✓		
Paper Code. Unit IV (a)				✓	
Paper Code. Unit IV (b)				✓	
Paper Code. Unit IV (c)				✓	
Paper Code. Unit V (a)					✓
Paper Code. Unit V (b)					✓
Paper Code. Unit V (c)					✓

Question Bank

Unit-1

1. What do you understand by the term „Marketing“? Explain the Core Concepts of Marketing? (10)
2. What are the factors affecting Marketing Environment? Explain in brief any two factors affecting Micro Environment of a Company? (10)
3. “Marketing may be defined as the delivery of a standard of living. The size of marketing task continually becomes greater as standard of living rises.” Elucidate this statement. (10)
4. State and explain the role of marketing in a modern organization? (5)
5. What do you mean by marketing environment? Describe the forces affecting the marketing environment? (10)
6. What do you mean by marketing mix? What are the main elements of a marketing mix? (10)
7. Describe the forces / factors affecting marketing mix? (5)
8. Define marketing management. State and explain the importance of marketing management in Indian economy? (10)

Unit-II

1. Briefly discuss the concept of positioning. What is the positioning of i) Santro car ii) Indian airlines iii) Pepsi iv) Dalda ghee. (10)
2. Define Consumer behaviour? Discuss the various stages of Buying Process with examples? (10)
3. Define Segmentation in brief. What variables would you use in segmenting the market for the following products and why? (i) Credit card (ii) Sports car (10)
4. Describe Marketing Targeting and Positioning with suitable examples? (5)
5. Describe the decision making process leading to buying decisions. (5)
6. Discuss the scope and relevance of the concept of market segmentation. Will the scope change with the opening of Indian economy? Illustrate how firms would be benefited in marketing their products and services by segmentation. (10)
7. Explain the alternative strategies towards market segmentation? (5)
8. Explain the difference between „consumer behaviour“ and „buyer behaviour. (10)
9. Explain the meaning of consumer behaviour. What are its variables? State the importance of consumer behaviour in marketing management? (10)
10. How would you apply your knowledge of segmentation, targeting, and positioning (STP) for (i) Promoting Pulse polio immunization? (ii) Soft drinks (10)
11. State and explain the conditions essential for successful market segmentation? (5)

12. What are the basic elements that influence in selecting the strategy for market segmentation? (10)
13. What are the psychological / economic determinants of consumer behaviour? Discuss their relevance in marketing decision making? (10)
14. What are the steps in the consumer decision making process? Do all consumers' decisions involve these steps? (10)
15. What criteria or bases are used for segmenting a market? (10)
16. What do you mean buying motive? Discuss some of the important buying motives (5)
17. What do you understand by Market Segmentation? What are the variables used for segmenting the market of FMCG goods? (10)
18. What is STP and define marketing map. (5)
19. What is strategic marketing plan and contents of a structured marketing plan? (10)
20. Why is understanding the consumer post-purchase evaluation process important to marketers? How can marketers control cognitive dissonance? (10)

Unit-III

1. Define the term "Product". Also discuss the classification of product? (5)
2. Discuss the implications of product differentiation strategies decision on the business enterprise. (10)
3. Discuss the main objectives of sales promotion. Explain some of the sales promotion methods directed at consumers, which can be used by a detergent manufacturer. (10)
4. Discuss the marketing strategies that may be used at the introductory and maturity stages of the product life cycle. (10)
5. Discuss the role of personal selling and advertising in promotional industrial products. How does it compare to consumer product promotion? (10)
6. Explain the concept of PLC and discuss how it is related to the different stages of market development? (10)

Unit-IV

1. "The manufacturer's choice of marketing channels is interviewed with its policy on
2. Define the nature and importance of promotion in Indian Market. (10)
Distribution intensity" Comment. (10)
3. Explain the different factors which affect the distribution channel in Indian business. (10)
4. Explain the IMC and major decision in promotion mix. (10)
5. What are the factors that determine the channel decision for an industrial product? (10)
6. What do you mean by channels of distribution? State their functions.

7. What is distribution channel and define the different types of channels and their functions. (10)
8. What is logistic? Define the importance and major decisions in logistics decision. (10)
9. What is promotion mix and explain the factors affecting the promotion mix. (10)
10. You are marketing manager of a medium sized manufacturing company. The president has just made the following statement "The distribution activity is not a concern of the marketing department. The function of the marketing department is to sell the product ... let be rest of the company handle production and distribution." (10)

Unit-V

1. What is relationship marketing and define the different types of marketing. (10)
2. What is rural Marketing and explain the different factors affecting the rural marketing. (10)
3. Define the social and digital marketing in current era. (10)
4. What is consumer protection Act, 1986? (10)
5. What is ethical issues in Marketing and define with suitable example. (10)

PROJECTS, ASSIGNMENTS, AND PRESENTATIONS (To be given to group of students)

1. Identifying the different needs, wants and demand of consumers.
2. Measuring the holistic marketing concept in current environment.
3. Analysis the consumer behaviour regarding durable and non-durable items.
4. Understanding the market segmentation, targeting and positioning in Indian context.
5. Impact of IMC on sales.
6. Understanding the consumer satisfaction on distribution channel, product, price and promotion.