Subject: Marketing Management  
Class: M.Com  

Course Objectives:  
Marketing is not just selling or advertising. It is a rigorous, disciplined science that applies a reasoned framework to the selection of target markets and the optimization of marketing decisions. In this course we seek to:  
- Introduce to students the key marketing ideas and phenomena, especially the core theme of delivering benefits to customers.  
- Develop students’ skills in marketing analysis and planning.  
- Familiarize students with the tactics of the marketing (Product strategy, advertising and communications [Promotion], and distribution [Place], and Price - 4P's) and enhance problem solving and decision making abilities in these areas.  
- How to evaluate the attractiveness of different markets.  

Course Contents:

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| 1          | The Field of Marketing, Introductory Concepts.  
             | • Nature and Scope of Marketing  
             | • Evolution of Marketing  
             | • The Marketing Concept  
             | • Ethics and Marketing  
             | • Importance of Marketing |
| 2          | The Dynamic Marketing Environment  
             | • Environmental Monitoring  
             | • External Macro environment  
             | • External Micro environment  
             | • Organization Internal Environment |
| 3          | Managing Marketing Information  
             | • Assessing Marketing Information Needs  
             | • Analysing Marketing Information  
             | • Other marketing Information Consideration  
             | • Marketing research process  
             | • Marketing information systems |
| 4          | Consumer behaviour  
             | The Consumer Market  
             | Consumer Demographics  
             | Consumer purchase decision process.  
             | Influences on consumer behaviour:  
             |  ▪ Social influences  
             |  ▪ Psychological Factors  
             |  ▪ Situational Influences |
| 5          | Business Markets and Buying Behaviour  
             | • Nature and Scope of Business Market  
             | • Components of the Business Markets  
             | • Characteristics of Business Market Demand  
<pre><code>         | • Buying Decision Process in Business\ |
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  - Market Segmentation  
  - Segmenting Consumer Markets  
  - Segmenting Business Markets  
  - Target-Market Strategies  
  - Positioning  
  - Forecasting Market Demand |
| 8 | Product Planning and Development  
  - The Meaning of product  
  - Classifications of consumer Goods  
  - Classification of Business Goods  
  - Development of New Products  
  - New Product Adoption and Diffusion  
  - Organizing for Product Innovation |
| 9 | Product Mix Strategies  
  - Product Mix and Product Line  
  - The Product Life Cycle  
  - Planned Obsolescence and Fashion |
| 10 | Brands, Packaging, and Other Product Features  
  - Brands  
  - Branding Strategies  
  - Packaging and Labelling  
  - Design, Colour and Quality |
| 11 | Services Marketing  
  - Nature and Importance of Services  
  - The Development of Services Marketing  
  - Managing Services quality  
  - The future of Services Marketing |
| 12 | The marketing mix: Price  
  - Nature and importance of pricing  
  - Pricing objectives  
  - Factors influencing pricing decision  
  - Cost-Plus Pricing  
  - Break Even Analysis  
  - Prices Based on Marginal Analysis  
  - Prices Set in Relation to Market Alone |
| 13 | Developing Price Strategies  
  - Price Versus Non Price Competition  
  - Market Entry Strategies  
  - Discounts and Allowance  
  - Geographic Pricing  
  - Special Pricing Strategies and Situation |
| 14 | Integrated Marketing Communications  
  - The role of promotion in marketing  
  - Promotion Methods  
  - Integrated Marketing Communication  
  - The Communication Process and Promotion  
  - Determine the promotional Mix |
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Recommended Text:


3. Marketing :An Introduction by Kotler, Gary Armstrong