

### 23 AN 103: MARKETING MANAGEMENT

Course Code	<b>23 AN 103</b>	Course Delivery Method	Classroom / Blended Mode
Credits	<b>4</b>	CIA Marks	<b>30</b>
No. of Lecture Hours / Week	<b>5</b>	Semester End Exam Marks	<b>70</b>
Total Number of Lecture Hours	<b>75</b>	Total Marks	<b>100</b>
Course Focus	Employability	Entrepreneurship	Skill Development.

**COURSE OUTCOMES:** By the end of the course, students will be able:

- CO-1 To understand the role of marketing in underpinning the success of business organizations and to know the changing context of marketing environment.
- CO-2 To understand the role of marketing mix elements in the successful implementation of marketing strategies to satisfy target customer.
- CO-3 To understand the pricing methods and distribution channel functions.
- CO-4 To know the types of marketing organizations and to understand the set of criteria to control the marketing plan.
- CO-5 To expose the learner to various metrics that are applied in various marketing functions.

### COURSE CONTENT

**UNIT-I: Introduction to Marketing:** Core Marketing concepts - Understanding Customers - Company Orientation towards Marketing - Integrated Marketing Concept - Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions - Marketing Research and Information - Adapting Marketing to New Liberalized Economy - Digitalization and Customization - Changing Marketing Practices: e-marketing, Societal Marketing, Rural Marketing, Green Marketing. Strategic Marketing Planning: Buyer Behaviour - Consumer vs. Organizational Buyers - Market Segmentation and Targeting - Positioning and Differentiation Strategies. **(15 Hours)**

**UNIT II: Product and Promotion:** Marketing Mix -*Product Decisions*: Concept of a Product, and Classification of Products - Product Mix and Line Decisions - Product Life Cycle - Strategic Implications - New Product Development and Consumer Adoption Process. Marketing Communications: Concept, Definition, and Importance - Marketing Communication Mix - Promotion Decisions - Integrated Marketing Communication - IMC Planning Process -Integrated Communications Strategy - Recent trends in Marketing Communications **(15 Hours)**

**UNIT III: Price Setting and Distribution Channels:** Price Setting: Objectives, Factors and Methods, Price Adapting Policies, and Initiating and Responding to Price Changes. *Marketing Channel System:* Functions and Flows - Channel Design - Channel Management -Selection, Training, Motivation, and Evaluation of Channel Members - *Channel dynamics:* VMS, HMS. **(15 Hours)**

**UNIT-IV: Marketing Organization and Control:** Marketing Organization and Control: Types of Marketing Organization Structures, and Factors Affecting Marketing Organization - Control of Marketing Efforts: Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control - Marketing Audit - *Consumerism* - Consumer Rights and Marketers' Responsibilities. **(15 Hours)**

**UNIT-V: Marketing Metrics:** Customer Acquisition Metrics: Customer Acquisition Cost (CAC), Conversion Rate, Lead-to-Customer Conversion Rate, Churn Rate. Purchase Behavior Metrics: Average Order Value (AOV), Purchase Frequency, Basket Size, Cross-Selling and Upselling Metrics, Customer Satisfaction and Loyalty Metrics: Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), Customer Lifetime Value (CLV), Repeat Purchase Rate. Engagement and Interaction Metrics: Open Rate, Time on Site, Social Media Engagement Referral Metrics: Referral Rate, Referral Revenue, Support and Service Metrics: Response Time, Resolution Time Customer Support Satisfaction. **(15 Hours)**

#### **PRACTICAL COMPONENT:**

- Analyze different needs and wants of consumers in your locality or region.
- Analyze the prevalent marketing environment in your locality or region.
- Analyze Product Life Cycle of few Products like consumer durables (ex., electronic goods, Computers, etc.).
- Analyze Packaging strategies used by FMCG companies.
- Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies.

#### **REFERENCES:**

1. AparnaTembulkar, Marketing Management, 2nd Edition. (2014) Nirali Prakashan, Pune.
2. Kazmi S H, marketing Management: Text and Cases, 1<sup>st</sup> Edition, (2007), Excel Books, New Delhi.
3. Philip Kotler, Kevin Lane Keller, Marketing Management –Global Edition,15<sup>th</sup>Edition. (2016) Pearson India Education Services PvtLtd.
4. RajanSuxsena, Marketing Management, 5th Edition.( 2017) McGraw Hill Education (India) Private Limited.
5. Ramaswamy, Namakumari, Marketing Management: planning, Implementation & Control, 6<sup>th</sup> Edition, (2018), Sage Publisher, New Delhi.
6. Sherlekar S.A, Marketing Management, 13<sup>th</sup> Edition, (2008), Himalaya Publishing House, Mumbai

**MODEL QUESTION PAPER**  
**M.B.A. ANALYTICS (REGULAR) DEGREE EXAMINATION**  
**First Semester**  
**23 AN 103: MARKETING MANAGEMENT**

**Duration: 3 hours**

**Maximum Marks: 70**

**SECTION- A**

**Answer the Following Questions**

**5×4=20 Marks**

1a) Explain the concepts of Needs and Wants. (CO1) (L1)

**OR**

1b) Outline the importance of Market Insights. (CO1) (L1)

2a) Analyze the elements of GE-McKinsey Matrix. (CO2) (L1)

**OR**

2b) Examine the various factors impacting consumer behavior (CO2) (L1)

3a) What are the various stages of consumer adoption process? (CO3) (L1)

**OR**

3b) Why consumer satisfaction is important? (CO3) (L1)

4a) Explain the role of public relations. (CO4) (L1)

**OR**

4b) Outline the importance of publicity. (CO4) (L1)

5a) Explain the role of marketing Metrics. (CO5) (L1)

**OR**

5b) Explain the following marketing metrics. (CO5) (L1)

**Open Rate, Time on Site, Referral Rate, and Referral Revenue**

**Section- B**

**Answer the of the Following**

**5X8=40 Marks**

6a) Appraise the role of Marketing Research in formulating marketing strategy. (CO1) (L5)

**OR**

6b) Assess the elements of the marketing environment in the present-day business environment context. (CO1) (L5)

7a) Discuss bases for segmenting the market. (CO2) (L6)

**OR**

7b) Discuss the importance of building customer value, satisfaction, and loyalty. (CO2) (L6)

8a) Explain the steps in new product development with suitable examples. (CO3) (L2)

**OR**

8b) Assess the importance of price adapting policies and initiating and responding to price changes. (CO3) (L2)

9.a) Examine the importance of Integrated Marketing Communications. (CO4) (L4)

**OR**

9. b) Analyze the reasons for channel conflicts and suggest measures to reduce them. (CO4) (L4)

10.a) Write the importance of Marketing Metrics methods. (CO5) (L5)

**OR**

10.b) Explain the following metrics. (CO5) (L5)

**Average Order Value (AOV), Purchase Frequency, Basket Size, Cross-Selling and Upselling Metrics,**

### **SECTION C - (1 x 10=10 marks)**

#### **Case study (Compulsory)**

**11.** Competition is a “necessary evil” of doing business, here How to make your standout” Rebecca Mink off launched her brand of ready-to-wear accessories handbags, and footwear in 2005.from the start, she it won’t Survive as a regular store. So, she set out to create the perfect shopper.

Experience When shoppers enter flagship stores, they are greeted by a digital Touch screen wall that displays the latest runway selections, offers Style suggestions from Rebecca Mink off herself and can even take drink orders. Then, each item contains an RFID tag that detects when a shopper Enters a dressings room. When the tag is scanned, an image pops up on a mirror with suggestions for complementary accessories.

- A. Identify how Rebecca Mink off created a unique shopping experience.
- B. Discuss how information technology has changed Rebecca shopping experience to customers.
- C. Examine how to be innovative and come up with new ways to stand out from the competition.

