

22BA201: MARKETING MANAGEMENT

Subject Code :	22 BA 201	I A Marks	30
No. of Lecture Hours / Week	05	End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Practical Component	01 Hour/Week	Exam Hours	03

CourseDescription:

Marketing Management is a course revolving around various concepts of marketing strategies, practices and new techniques which vary with the demands and needs of the consumers. The course examines the role and importance of marketing in the firm and other organizations. This course will cover topics such as marketing plans/strategies, marketing research, market segmentation, retailing, advertising, pricing, Internet marketing, etc.

CourseObjectives:

This course will help the students to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.

Specific objectives include:

- To enhance your knowledge about marketing theories, principles, strategies and concepts and how they are applied;
- To provide you with opportunities to analyze marketing activities within the firm;
- To allow you to apply marketing concepts and theories to realistic marketing situations

CourseLearningOutcomes:

At the end of the course, the students will be able to:

- Formulate a *marketing* plan that will meet the needs or goals of a business or organization.
- Develop an integrated marketing communications plan for a *product*, concept, good and/or service based on an identified market need or target.
- Formulate strategies for developing new and/or modified *products*, concepts, goods and services that respond to evolving market needs.
- Develop strategies for the efficient and effective placement/distribution of *products*, concepts, goods, and services that respond to evolving markets.
- Evaluate the impact of

using different marketing strategies for a product, concept, good and/or service, on the finances, Return on Investment (ROI) and business goals of an organization.

- Evaluate the viability of a concept, *product*, good and/or service in a local, national or international markets.
- Conduct *market research* to provide information needed to make *marketing decisions*.

UNIT-I(12Hours)

Introduction: Core Marketing Concepts – Company Orientation towards the Marketplace – The Holistic Marketing Concept - Marketing Management Tasks; Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions – Marketing Research and Information;

UNIT-II(10Hours):

Strategic Marketing Planning: Market Segmentation, Targeting, Positioning and Differentiation Strategies; Understanding Consumer Behaviour – Factors impacting consumer behavior; Marketing Tools – BGC Matrix, Ansoff Matrix, GE-McKinsey Matrix; Marketing and Building Customer Value, Satisfaction, and Loyalty – Value Chain – Customer Life Time Value;

UNIT – III (10 Hours):

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; Pricing Strategies: Understanding Pricing – Steps in setting the Price - Objectives, Methods, Price Adapting Policies, and Initiating and Responding to Price Changes.

UNIT-IV(10Hours)

Marketing Communications and Marketing Channels: Concept, Definition, and Importance of Marketing Communications; Marketing Communications Mix – Advertising, Sales Promotion, Personal Selling, Events and Experiences, Public Relations and Publicity, Online and Social Media Marketing, Mobile Marketing, Direct and Database Marketing; Importance of Integrated Marketing Communications - Recent trends in Marketing communications; **Marketing Channels:** Role of Marketing Channels, Channel Functions and Flows, Channel Design Decisions, Channel Management Decisions, Channel Integration and Systems; Channel Conflicts, Co-operation and Competition.

UNIT-V(10Hours)

Marketing Organization and Control: Types of Marketing Organization Structures,

and Factors effecting Marketing Organization; Control of Marketing Efforts: Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control - Marketing Audit; **Adapting Marketing to New Liberalized Economy:** Changing Marketing Practices - Digital Marketing, e-marketing, Tele Marketing, Cause Marketing, Societal Marketing, Rural Marketing, Green Marketing, Emotional Marketing, Guerrilla Marketing, Consumerism–Consumer Rights and Marketers' Responsibilities.

Case Study (Not Exceeding 300 words) PRACTICAL COMPONENTS:

- 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

REFERENCE TEXT BOOKS:

- a. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha, *Marketing Management - A South Asian Perspective*, Pearson Education.
- b. Agarwal, P.K., *Marketing Management – An Indian perspective*, Pragati Prakasham
- c. Kazmi SHH, *Marketing Management Text and Cases*, Excel.
- d. Philip Kotler and Armstrong. G., *MARKETING*, Prentice Hall of India, 12th Edition.
- e. Ramaswamy V.S. & Nama Kumari, S., *Marketing Management – Planning and Control*, Macmillan.
- a. Jayachandran. S., *Marketing Management*, Excel Books.
- b. Michale J. Etzel, Broce J. Walker, William J. Stanton, *Marketing*, Tata McGraw Hill.
- c. William J Stanton, *Fundamentals of Marketing*, McGraw-Hill.
- d. Palmer – *Introduction to Marketing*, Oxford University Press.
- e. Zinkota & Kotabe, *Marketing Management*, Prentice Hall of India.

MODEL QUESTION PAPER
M.B.A. (REGULAR) DEGREE EXAMINATION
Second Semester
22BA201: MARKETING MANAGEMENT

(2022-2023 Regulation Onwards)

Duration: 3 hours

Maximum Marks: 70

SECTION- A

Answer the of the Following Questions

5×4=20 Marks

1a) Explain the concepts of Needs and Wants.

Or

1b) Outline the importance of Market Insights.

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

Or

2b) Examine the various factors impacting consumer behavior

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

Or

3b) Why consumer satisfaction is important?

4a) Explain the role of public relations.

Or

4b) Outline the importance of publicity.

5a) Explain the role of e-Marketing.

Or

5b) Outline the role of Tele Marketing.

Section- B

Answer the of the Following

5X8=40 Marks

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

Or

6b) Assess the elements of marketing environment in the present day business environment context.

7a) Discuss bases for segmenting the market.

Or

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

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

Or

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

9.a) Examine the importance of Integrated Marketing Communications.

Or

9. b) Analyze the reasons for channel conflicts and suggest measure to reduce them.

10.a) Evaluate the types of different Marketing Control methods.

Or

10.b) Analyze the impact of technology in marketing.

SECTION C - (1 x 10=10 marks)

10Marks

Case study (Compulsory)

11. Competition is a “necessary evil” of doing business, here How to make yours 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 did
- 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.
