

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM (MASTERS IN APPLIED MANAGEMENT) DUAL DEGREE PROGRAMME

Year – III (Semester – VI) (W.E.F. January 2015)

Subject Name: Marketing Management

Subject Code: 4160501

- 1. Objectives :** The objective of the course is to make students aware about the concept and practice of marketing management, which will help the students to get knowledge about researching and satisfying customer needs, through product and service development, planning, pricing, advertising, promotion and distribution.
- 2. Course Duration:** The course duration is 36 sessions of 60 minutes each. i.e. 36 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
1	MODULE 1- INTRODUCTION TO MARKETING Marketing Concepts Nature of Marketing Scope of Marketing Importance of Marketing Approaches to Marketing Marketing Process Functions of Marketing Marketing in twenty first century: Challenges	06	12
2	MODULE 2- MARKETING MIX & MARKETING ENVIRONMENT Elements of Marketing Mix (Product, price, place, promotion) Expanded Elements of Marketing Mix for Services (people, process, Physical ambience) Importance of Marketing Mix Marketing Environment: Internal and External The Changing Marketing Environment	08	14

	Analyzing Needs and Trends in Macro Environment and Micro –Marketing Environment		
3	MODULE 3-CONSUMER BEHAVIOUR AND MARKET SEGMENTATION Concept of Consumer Behaviour Consumer Decision Making Process Factors Affecting Consumer Behaviour Concept of Market Segmentation Segmentation of Markets Market Targeting, Positioning Product differentiation and Market Segmentation	06	14
4	MODULE 4-PRODUCT MANAGEMENT Product Concept Classification of Products Product Decisions Branding, Packaging, Labeling and After Sales Services Product life cycle process New Product Development Process Concept of Product Life Cycle Stages, usefulness and limitations of product life cycle	06	12
5	MODULE 5- PRICING, PROMOTION AND DISTRIBUTION STRATEGY Concept of Price and Pricing Methods of Price Determination Major Pricing Strategies New Product Pricing strategy Product Line Pricing strategy Psychological Pricing strategy Promotional Pricing strategy Differential Pricing strategy Price adjustment Pricing strategy Promotion and Promotion Mix Integrated Marketing Communication Tools of Promotion: Advertising, Personal Selling, Public Relation and Publicity, Sales Promotion, Direct Marketing	10	18

4. Teaching Method:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions
- Audio – visual Material

- Assignments and Presentations

5. Evaluation:

A	Projects/Assignments/Quiz/Class participation	Weightage (50%) (Internal Assessment)
B	Mid – Semester Examination	Weightage (30%) (Internal Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	J P Mahajan and Aupama Mahajan	Principles of Marketing	Vikas Publication House	2015
2	Tapan Panda	Marketing Management: Text and cases Indian context	Excel books	2nd Edition

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	V.S.Ramaswamy and S.Namakumari V.S.Ramasamy & Namakumari.S,	Marketing Management -	Macmillan	2010
2	Rajan Saxena,	Marketing Management	Tata-Mcgraw Hill.	4th Edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

- 1) Marketing Management
- 2) Advertising
- 3) Branding & Positioning

9. Session Plan:

Session Nos.	Topics to be covered
1-3	Marketing Concepts , Nature of Marketing , Scope of Marketing, Importance of Marketing , Approaches to Marketing
4-6	Marketing Process Functions of Marketing Marketing in twenty first century: Challenges
7-10	Elements of Marketing Mix (Product, price, place, promotion) Expanded Elements of Marketing Mix for Services (people, process, Physical ambience) Importance of Marketing Mix
11-14	Marketing Environment: Internal and External The Changing Marketing Environment Analyzing Needs and Trends in Macro Environment and Micro –Marketing Environment
15-17	Concept of Consumer Behaviour Consumer Decision Making Process Factors Affecting Consumer Behaviour
18-20	Concept of Market Segmentation Segmentation of Markets Market Targeting Positioning Product differentiation and Market Segmentation
21-23	Product Concept Classification of Products Product Decisions Branding, Packaging, Labeling and After Sales Services
24-26	Product life cycle process New Product Development Process Concept of Product Life Cycle Stages, usefulness and limitations of product life cycle
27-28	Concept of Price and Pricing Methods of Price Determination
29-32	Major Pricing Strategies New Product Pricing strategy Product Line Pricing strategy Psychological Pricing strategy Promotional Pricing strategy Differential Pricing strategy Price adjustment Pricing strategy

33-36	Promotion and Promotion Mix Integrated Marketing Communication Tools of Promotion: Advertising, Personal Selling, Public Relation and Publicity, Sales Promotion, Direct Marketing
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ACTIVE LEARNING ASSIGNMENTS: Preparation of power-point slides, which include videos, animations, pictures, graphics for better understanding theory and practical work – The faculty will allocate chapters/ parts of chapters to groups of students so that the entire syllabus to be covered. The power-point slides should be put up on the web-site of the College/ Institute, along with the names of the students of the group, the name of the faculty, Department and College on the first slide. The best three works should submit to GTU.