

MBA I Year	MBA-C206		Semester-II		
	Marketing Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Semester Examination (ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30 (20+10)	70	100	03	40

OBJECTIVE: The purpose of this course is to develop understanding of the underlying concepts, strategies and issues involved in the marketing of products.

- Nature and scope of marketing, Marketing Environment: Concept; Need for Study; Major Elements and their Impact on Marketing Decisions, critical role of marketing in organization/Society, Marketing planning and research, Customer Value, Holistic Marketing. **(7 hours)**
- Understanding Consumer and Industrial Markets: Demand measurement and Forecasting, Theories of Consumer Behaviour; Various Buying Roles in Family; Types of Buying Behaviour; Consumer Decision. Making Process in Buying segmentation, Bases of Segmenting Consumer Markets; Market Selection Strategies; Targeting and positioning Consumer and Industrial Market. **Case Study 1:** Maruti Ertiga launch in India by new category creation **(9 hours)**
- Product Decisions: Product mix, Product life cycle, New product development, Branding and Packaging decisions, Pricing methods and strategies, Promotion decisions—Promotion mix, Advertising and Personal selling, Channel management—selection, co-operation and conflict management, Vertical marketing systems, Organizing and implementing marketing in the Organization, Gandola management. **Case Study 2:** Managing natural gas business: a case of Bharat Natural Gas Company Limited **(9 hours)**
- Evaluation and Control of Marketing Efforts: Scope, Steps, Designing, Tools and Techniques of marketing controller, The marketing controller concept, Organizing & Implementing marketing programs **(7 hours)**
- New Issues in Marketing: Globalization, Consumerism, Green marketing, Legal, Ethical and Social Aspects of Marketing: Consumerism; Consumer Protection Measure in India; Recent Developments in Consumer Protection in India, Rural marketing, e.marketing, retailing **(8 hours)**

SUGGESTED READINGS:

1. Kotler, P. & Keller, K.L. (2015). *Marketing Management (15th Global Edition)*. New Delhi: PHI.
2. Kotler, Philip & Armstrong, G. (2016). *Principles of Marketing*. New Delhi: PHI.
3. Neelamegham, S. (2000). *Indian Cases in Marketing*. New Delhi: Vikas Publishing House.
4. Palmer. (2015). *Introduction to Marketing*. London: Oxford University Press.
5. Paliwoda, S. & Andrews, T. (2012). *Marketing Management in Asia*. UK: Routledge.
6. Singh, V.K. & Sharma, N. (2015). *Mini Cases & Caselets for Would Be Managers*. Germany: Lambert Academic Publishing.
7. Winer, R. & Dhar, R. (2013). *Marketing Management*. New Delhi: Pearson.
8. Etzel, M. J., Bruce, J., W., Stanton, W. J., & Pandit, A. (2010). *Marketing* (14th ed.). New Delhi: Tata McGraw-Hill.
9. Kotler, P., Keller, K., Koshy, L., & Jha, M. (2009). *Marketing Management: A South Asian Perspective* (13th ed.). New Delhi: Pearson.
10. **Case Study 1:** <https://www.emeraldinsight.com/doi/full/10.1108/EEMCS-08-2012-0147>
11. **Case Study 2:** <https://www.emeraldinsight.com/doi/full/10.1108/20450621211214450>

NOTE: The list of case specific references and books including recent articles will be announced in the class by concerned teachers from time to time.