

Programme : M. Com
 Course Code : **COC222**
 Course Title : **Marketing Management**
 Number of Credits : 3
 Effective from AY : 2020-21

Need of the Course :	To familiarize students with the meaning, role and importance Marketing management in the present globalised world. Basically understanding how the potential consumer demand is transformed in to actual demand by the producers using appropriate marketing mix.	
Description of the Course :	This course is designed to motivate the students to understand (1) basics of marketing, (2) recent developments in marketing, (3) marketing environment, (4) market segmentation, targeting and positioning, and finally (5) importance of consumer behaviour in marketing.	
Objectives of the Course :	1. To understand the significance of marketing mix. 2. To assess how segmentation, targeting and positioning is done. 3. To identify the ways of influencing consumer behaviour. 4. To learn about the latest developments in the field of marketing.	
Course Content		
Unit 1	: Introduction to Marketing	12 Hours
Nature and scope of marketing – Basics of Demand and Supply – Basics of Marketing mix (4 P's & 4 C's and 7P's & 7C's) – Importance of Product Life Cycle and New product development – Understanding Marketing Environment – What is strategy – Marketing strategies – Product, price, place, promotional, market leader, service marketing, innovation, rural marketing, recession marketing, relationship marketing and e-marketing strategies.		
Unit 2	: Market Segmentation, Targeting and Positioning	12 Hours
What is segmentation and why to segment – Benefits of segmentation – How to select target market – Criteria for successful segmentation of business markets – Profitability evaluation and selecting market segments for targeting – Positioning strategy – Target marketing.		
Unit 3	: Consumer Behaviour	12 Hours
Buying motives – Factors influencing consumer behavior – Basic model of consumer decision making – Buying process – Theories of buyer behavior – Ethics in marketing – Unfair marketing and advertising practices – Advertising Standards Council of India (ASCI) – Council for Fair Business Practices (CFBP).		
Unit 4	: Marketing in the modern era	12Hours
Recent trends in marketing – Customer relationship Management – Digital Marketing - e-marketing – internet marketing – Marketing through social channels – Societal marketing – Cause related marketing – Rural Marketing – New horizons in marketing – Indian marketing environment – India: the emerging market in the world		
Pedagogy	The following methods and forms of study are used in the course Lectures, Case Studies and Self-study (doing home assignments based on reading of research papers on various aspects of marketing) Self-study on reading research papers in marketing management area	

	to understand the importance of marketing concepts, especially on understanding consumer behaviour, measuring consumer satisfaction and recent developments in marketing.
Reference/Readings	<p>Kotler, P T; Armstrong G and Agnihotri P; <i>Principles of Marketing: Basic Concepts of Marketing</i>, Pearson, 2018.</p> <p>Saxena, R; <i>Marketing Management</i>, McGraw Hill, 2017.</p> <p>Karunakaran, K, <i>Marketing Management, Text and Cases in Indian Context</i>, Himalaya Publishing House, 2017.</p> <p>Sherlekar S A and Krishnamoorthy R, <i>Marketing Management: Concepts and Cases</i>, Himalaya Publishing House, 2017.</p> <p>Gopal, R and Manjrekar, P, <i>Marketing Strategies and Applications</i>, Himalaya Publishing House, 2017.</p>
Course Outcome	<p>Upon completion of the course the students will be able to:</p> <p>CO1: Understand the significance of Marketing Mix.</p> <p>CO2: Perform market segmentation, targeting and positioning based on consumer profiling.</p> <p>CO3: Assess the recent developments in marketing area.</p>

