

Programme	: M. Com	
Course Code	: COO 319	Title of the Course: Marketing Management.
Number of Credits	: 4	
Effective from AY	: 2018-19	

Prerequisites:	Students have studied B. Com and basic understanding of Marketing Management.
Need, Description, and Objectives	<p>Globalization of the Indian economy has opened up the doors of foreign trade, besides increasing domestic competition. This, in turn, has driven up the demand for marketing management in India, which revolves around matching the needs of consumers to the marketing resources of a company. So basically, this involves transforming consumer demands into services or products, which the company can profitably offer, deliver and promote in the marketplace.</p> <p>Course discusses marketing basic and International marketing perceptive and throws light on the tools and techniques used for marketing research which facilitates managerial decision-making.</p> <p>The course enables the students to understand the basic concepts of Marketing, Consumer behavior and International marketing and various tools and techniques available for carrying out Marketing Research.</p>

Content:	UNIT 1: Introduction to Marketing	10 hours
	<p>Introduction to Marketing – Difference between Marketing and Sales – Marketing Environment – Market Analysis – Segmentation and Targeting – Positioning. Difference between goods and services marketing, Industrial Marketing. Fundamental of Marketing (4P's and 7P's), Product Life Cycle (PLC), New Product development.</p>	10 hours
	UNIT 2: Consumer Behaviour	
	<p>Introduction to consumer behaviour – Definition of consumer behaviour - Applications of consumer behaviour - Consumer modeling – Classical (<i>Marshallian Economic Motivation Model / Pavlovian Learning Model / Freudian Psychoanalytic Motivations Model / Veblenian Social-Psychological Factors Model / Hobbesian Organisational Factors Model</i>) and Contemporary (<i>Philip Kotler / Nicosia / Howard Seth</i>) Consumer Behaviour Models</p>	
	<p>Consumer decision making process - Consumption and post purchase behaviour - Consumer satisfaction concept - consumer delight - Consumer Value - Consumer Value Delivery Strategies - Competitive advantage through customer value Information – Customer value determination process - Measuring customer satisfaction.</p>	10 hours
	UNIT 3: International Marketing	
	<p>Introduction to International Marketing – Nature, significance, important, and scope – International Marketing Vs Domestic Marketing – Advantages and disadvantages of International marketing - Transition from domestic to transnational marketing - International Marketing Environment (Internal / External) – Major Decisions in International Marketing - Impact of environment on international marketing decisions. International market entry strategies - Foreign Market Selection - Selection</p>	

	<p>of foreign markets - International positioning - Product Decisions - Pricing Decisions - Promotion Decisions - Distribution Channels and Logistics - Functions and types of channels - Channel Selection Decision.</p> <p>UNIT 4:MarketingResearch</p> <p>Types of marketing research - various sources of market Information- Methods of collecting Market Information – Primary and Secondary data – Scaling Techniques (Nominal, Ordinal, Interval, Ratio, Perceptual Map, Semantic Differential, Likert, and Rating & Ranking Scales) – Applications of marketing research on 4 P's - Uni / Bi / Multi Variate Data Analysis using - Cross Tab / Correlation and Regression / Factor Analysis / Cluster Analysis / ANOVA / Importance-Performance Analysis.</p>	18 hours
Pedagogy:	<p>The following methods and forms of study are used in the course:</p> <ul style="list-style-type: none"> • Lectures, Case studies, and Self-study (doing home assignments on various aspects of marketing) • Self-study with literature to understand the importance of marketing concepts, especially on understanding consumer behaviour and measuring satisfaction level. 	
Reference / Readings:	<ol style="list-style-type: none"> 1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Marketing Management: A South Asian Perspective, 2017. 2. Rama Bijapurkar, A Never - Before World : Tracking the Evolution of Consumer India, Penguin Publication, 2012 3. Rajendra Nargunkar, Marketing Research - Tata McGraw-Hill Education, 2008 4. Beri G C, Marketing Research 5th Edition Tata McGraw-Hill Education, 2009 5. Satyabhushan Dash, Naresh K. Malhotra, Marketing Research: An Applied Orientation 6th Edition, Pearson Education Singapore Pte Ltd, 2006 6. David A. Aaker V. Kumar George S. Day Robert P. Leone, Marketing Research Wiley India Pvt Ltd. 2018. 	
Learning Outcomes:	<ul style="list-style-type: none"> • Ability to develop marketing strategies based on product, price, place and promotion objectives. • Ability to communicate the unique marketing mixes and selling propositions for specific product offerings. • Ability to formulate marketing strategies and also able to collect, process, and analyse consumer data to make marketing decisions 	

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