

**Name of the Programme: MSc Integrated**

**Course Code: IMC- 301**

**Title of the Course: Marketing Analysis**

**Number of Credits: 4(4L-0T-0P)**

**Effective from AY: 2020-21**

<b>Prerequisites for the course:</b>	Same as programme prerequisites	
<b>Objective:</b>	At the end of the course, the students would have competence in understanding and using Marketing Frameworks, Theories and analytical tools for analysing and decision making in the area of Marketing.	
<b>Content:</b>	<p>Role of Marketing, Core Concepts of Needs, Wants and Demands, Marketing Orientation of Companies. Strategic Planning and Marketing Management Process. External Environment including Customers and Suppliers.</p> <p>Consumer Behaviour and Consumer markets, Theories of Consumption Behaviour, Buying Process and decision making process. Types of Buying behavior. Organisational Buying behavior, Industrial Market, Reseller Markets, Government Markets.</p> <p>Marketing Information Systems, concepts and components, Market Measurement and Forecasting techniques, Demand Estimation, Segmentation, Targeting and Positioning, Types of segmentation, Basis for Segmentation.</p> <p>Marketing Plan, Process and evaluation, New Product Development Process, Product Life Cycle concept, different strategies of different stages of PLC, Strategies for Leaders, Followers, Challengers and Nichers.</p> <p>Product Concept and hierarchy, Product decisions, Branding and Packaging Decisions, Pricing and setting of Price, Methods of Pricing and initiating responses to Price Cuts. Channels of Distribution, Role and Types of Channel, Distribution Channel design and management and modification. Retailing and Wholesaling. Advertising and Integrated Marketing Communication. Advertising decisions, Media decisions, Sales promotion concept and designing. Sales Management and Personal Selling. Digital Marketing and Social Media Marketing.</p> <p>Marketing Plan, Audits and Control of Marketing Decisions. Annual Plan Control, Profitability Control, Efficiency Control and Strategic Control.</p>	<p>12 hours</p> <p>6 hours</p> <p>6 hours</p> <p>6 hours</p> <p>6 hours</p> <p>6 hours</p> <p>6 hours</p>
<b>Pedagogy:</b>	Pedagogy includes interactive sessions involving lectures, case studies, presentations, debates and field based work.	
<b>Course Outcomes</b>	<ol style="list-style-type: none"><li>1. Understand marketing research principles and methodologies.</li><li>2. Analyze marketing data using statistical techniques and software tools.</li><li>3. Apply market segmentation and targeting strategies.</li><li>4. Evaluate marketing campaigns and make data-driven recommendations.</li></ol>	

	<p>Latest Edition</p> <p>5. Baines, Paul; Chris, Fill; Kelly, Page; Sinha, Piyush Kumar: Marketing Management; Oxford Press, India. Latest Edition.</p>
<b>References/ Readings</b>	<p>1. Majarao, Simon; 'The Essence of Marketing'; Prentice Hall of India Limited; New Delhi; Latest edition.</p> <p>2. Brand Equity and News Items of Economic Times, Articles from Popular Business Periodicals, etc.</p> <p>3. Kotler, Philip., Keller Kevin., Koshy Abraham., and JhaMithileshawar; 'Marketing Management: A South Asian Perspective'; Pearson Education India, Latest edition.</p> <p>4. Ramaswami., Namkumari; Marketing Management, McMilanIndiaLtd. New Delhi.</p>