

**Name of the Programme - MBA**

**Course Code - MGA-502**

**Title of the Course - Marketing Management**

**Number of Credits - 4 Credits**

**Effective from – 2022-2023**

<b>Prerequisites for the course:</b>	Nil	
<b>Objective</b>	Familiarisation of Marketing Frameworks, Theories and Analytical Tools for analyzing and decision making in the area of Marketing.	
<b>Contents</b>	<b>Unit I</b> <b>Introduction to Marketing</b> 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 Consumer markets, Theories of Consumption Behaviour, Buying Process and decision making process. Types of Buying behaviour; Organisational Buying behaviour; Industrial Market, Reseller Markets, Government Markets, Segmentation, Targeting and Positioning, Basis & Types of Segmentation	15 hours
	<b>Unit II</b> <b>Product Related Decisions</b> Product Concept and Hierarchy, Product decisions, Branding and Packaging Decisions, New Product Development, Diffusion of Innovation, Product Life Cycle (PLC) concept, Strategies at stages of PLC, Strategies for Leaders, Followers, Challengers and Niches, Pricing and setting of Price, Methods of Pricing and initiating responses to Price Cuts	15 hours
	<b>Unit III</b> <b>Distribution and Marketing Communication</b> Channels of Distribution: Role and Types of Channel, Distribution Channel: design, management and modification, Retailing and Wholesaling Advertising and Integrated Marketing Communication, Advertising decisions, Media decisions, Sales promotion and designing, Sales Management and Personal Selling, Digital Marketing and Social Media Marketing	15 hours
	<b>Unit IV</b> <b>Marketing and Controls</b> Marketing Plan, Process and Evaluation, Process Audits and Control of Marketing Decisions: Annual Plan Control, Profitability Control, Efficiency Control and Strategic Control	15 hours
<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	