

MGE-502: Marketing Management**2 Credits**

<u>Prerequisites for the course:</u>	Nil	
<u>Objective:</u>	The participants will understand components of marketing mix and their role in reaching target markets	
<u>Content:</u>	Role of Marketing, Core Concepts of Needs, Wants and Demands, Marketing Orientation of Companies. Strategic Planning and Marketing Management Process.	6 hours
	Consumer Behaviour and Consumer markets, Buying Process and decision making process. Types of Buying behavior. Marketing Information Systems, Demand Estimation, Segmentation, Targeting and Positioning	6 hours
	Marketing Plan, Process and evaluation, New Product Development Process, Product Life Cycle concept, Product and Packaging Decisions	6 hours
	Pricing and setting of Price, Methods of Pricing, Channels of Distribution, Retailing and Wholesaling.	6 hours
	Fundamentals of Integrated Marketing Communication. Advertising decisions, Media decisions, Sales promotion; Sales Management and Personal Selling. Digital Marketing and Social Media Marketing. Marketing Plan, Audits and Control of Marketing Decisions.	6 hours
<u>Pedagogy:</u>	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.	
<u>References/Readings</u>	<ol style="list-style-type: none">1. Kotler, Philip., Keller Kevin., Koshy Abraham., and JhaMithileshwar; 'Marketing Management: A South Asian Perspective'; Pearson Education India, Latest edition.2. Ramaswami., Namkumari; Marketing Management, McMillan India Ltd. New Delhi. Latest Edition3. Brand Equity and News Items of Economic Times, Articles from Popular Business Periodicals, etc.4. Majarao, Simon; 'The Essence of Marketing'; Prentice Hall of IndiaLimited; New Delhi; Latest edition.5. Baines, Paul; Chris, Fill; Kelly, Page; Sinha, Piyush Kumar: Marketing Management; Oxford Press, India. Latest Edition	
<u>Learning Outcomes</u>	<ol style="list-style-type: none">1. An ability to understand basic marketing concepts2. An ability to understand role of Product, Place, Price and Integrated marketing communication in reaching target market	