

SYLLABUS PLAN

MCOM 1st SEM

SUBJECT- MARKETING MANAGEMNET

TOTAL MARKS:100

EXTERNAL:80, INTERNAL:20

UNIT-I

SR. NO	TOPIC	TEACHING POINTS	OBJECTIVE	METHODS AND TECHNIQUES	RESOURCES AND LINKS
1.	Introduction to Marketing Management	<ul style="list-style-type: none">● Marketing - Meaning and approaches,● Role of Marketing in Organizations,● 4Ps & beyond,● Marketing Challenges,● Marketing Process and● Marketing Planning,● Marketing information system.	The objective of the course is to familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.	1)Class teaching with examples 2)Group discussions 3)Power point presentations	1. Kotler, Philip: Marketing Management Analysis, Planning Implementation and Control (Prentice Hall of India, N. Delhi, 2005). 2. Kotler, Keller, Koshy & Jha: Marketing Management, Pearson Education, N. Delhi. 3. Stone, Marilyn A. & John, Desmond: Fundamentals of Marketing, Routledge, UK. 4. Kumar and Minakshi, Marketing Management, Vikas Publ. House, New Delhi. 5. Kurtz : Principles of Marketing, Cengage Learning India

					<p>Pvt. Ltd., New Delhi.</p> <p>6. Stern, Luis W. & El-Ansary, Adel I: Marketing Channels, Prentice Hall of India, N. Delhi.</p> <p>7. Markin, Ram: Marketing Strategy and Management, John Willey & Sons.</p> <p>8. Kelly, E.J. & Lazer, William: Managerial Marketing – Perspectives, Richard D. Irwin Inc, Illinois.</p>
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UNIT-II

SR.NO	TOPIC	TEACHING POINTS	OBJECTIVE	METHODS AND TECHNIQUES	RESOURCES AND LINKS
1.	Analyzing Market Opportunities ; Analyzing the Marketing Environment-	<ul style="list-style-type: none"> ● - Economic, Demographic, Social, Cultural, Technical, Political & Legal ● Buying Behaviour- Consumer, Business & Industrial ● Measuring and Forecasting Market Demand. 	The objective of the course is to familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.	1)Class teaching with examples 2)Group discussions 3)Power point presentations	1. Kotler, Philip: Marketing Management Analysis, Planning Implementation and Control (Prentice Hall of India, N. Delhi, 2005). 2. Kotler, Keller, Koshy & Jha: Marketing Management, Pearson Education, N. Delhi. 3. Stone, Marilyn A. & John, Desmond:

					<p>Fundamentals of Marketing, Routledge, UK.</p> <p>4. Kumar and Minakshi, Marketing Management, Vikas Publ. House, New Delhi.</p> <p>5. Kurtz : Principles of Marketing, Cengage Learning India Pvt. Ltd., New Delhi.</p> <p>6. Stern, Luis W. & El-Ansary, Adel I: Marketing Channels, Prentice Hall of India, N. Delhi.</p> <p>7. Markin, Ram: Marketing Strategy and Management, John Willey & Sons.</p> <p>8. Kelly, E.J.& Lazer, William: Managerial Marketing – Perspectives, Richard D. Irwin Inc, Illinois.</p>
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UNIT-III

SR.NO	TOPIC	TEACHING POINTS	OBJECTIVE	METHODS& TECHNIQUES	RESOURCES & LINKS
1.	Product management	<ul style="list-style-type: none"> ● Product - Meaning and ● Classifications, ● New Product Development. Managing 	The objective of the course is to familiarize the students with the basic	1)Class teaching with examples 2)Group discussions 3)Power point presentations	1. Kotler, Philip: Marketing Management Analysis, Planning Implementation

		<ul style="list-style-type: none"> ● Product Life Cycles, ● Brand Strategies and Management. ● Managing Service - Idea, Institution, Person, Place and Event. 	<p>concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.</p>		<p>and Control (Prentice Hall of India, N. Delhi, 2005). 2. Kotler, Keller, Koshy & Jha: Marketing Management, Pearson Education, N. Delhi. 3. Stone, Marilyn A. & John, Desmond: Fundamentals of Marketing, Routledge, UK. 4. Kumar and Minakshi, Marketing Management, Vikas Publ. House, New Delhi. 5. Kurtz : Principles of Marketing, Cengage Learning India Pvt. Ltd., New Delhi. 6. Stern, Luis W. & El-Ansary, Adel I: Marketing Channels, Prentice Hall of India, N. Delhi. 7. Markin, Ram: Marketing Strategy and Management, John Willey & Sons. 8. Kelly, E.J.& Lazer, William: Managerial Marketing – Perspectives, Richard D.</p>
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UNIT-IV

SR.NO	TOPIC	TEACHING POINTS	OBJECTIVE	METHODS& TECHNIQUES	RESOURCES& LINKS
1.	Pricing, Distribution and Promotion Pricing	<ul style="list-style-type: none"> ● Influencing factors, ● Approaches, Strategies and Programmes. ● Channels of Distribution and Logistics. ● Promotion Strategies - Advertising, Sales Promotion & Public Relations. 	The objective of the course is to familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.	1)Class teaching with examples 2)Group discussions 3)Power point presentations	1. Kotler, Philip: Marketing Management Analysis, Planning Implementation and Control (Prentice Hall of India, N. Delhi, 2005). 2. Kotler, Keller, Koshy & Jha: Marketing Management, Pearson Education, N. Delhi. 3. Stone, Marilyn A. & John, Desmond: Fundamentals of Marketing, Routledge, UK. 4. Kumar and Minakshi, Marketing Management, Vikas Publ. House, New Delhi. 5. Kurtz : Principles of Marketing, Cengage Learning India Pvt. Ltd., New Delhi. 6. Stern, Luis W. & El-Ansary, Adel I: Marketing Channels, Prentice Hall of India, N. Delhi. 7. Markin, Ram: Marketing Strategy and

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QUESTION BANK

1. " marketing is managing profitable consumer relationships."discuss with examples.
2. Discuss the market segmentation . target marketing and positioning are interrelated. Give examples.
3. Discuss the concept of marketing information system. Explain its various components and their role in marketing management.
4. Discuss the factors affecting the consumer expenditure pattern in the society. How this change is affecting the marketing strategies.
5. Describe in detail the concept of consumer behaviour . discuss the stimulus-response model, with a diagram .
6. " package is a silent salesman." do you agree? If yes, why? If not? Why not?
7. Discuss the various product differentiation strategies used by the companies.
8. Describe the various stages of product life cycle in detail. What are the factors contributing to a products declining stage? Can they be managed.
9. What is meant by price discrimination discuss the different types of price differentiation.
10. What are the promotional strategies discuss the factors to be considered while determining the promotion mix strategy of a company.