

**20BB209 MARKETING MANAGEMENT**

Hours Per Week :

L	T	P	C
4	-	-	4

Total Hours :

L	T	P
50	-	-

**COURSE DESCRIPTION AND OBJECTIVE:**

The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm. Students will learn importance of STP in marketing management, marketing mix decisions, PLC and new product development process, important aspects of service marketing.

**COURSE OUTCOMES:**

Upon completion of the course, student will able to achieve the following outcomes:

COs	Course Outcomes	POs
1	Identify factors affecting marketing environment, factors influencing buyer behavior and buying decision process.	1,2,3
2	Implement strategies of segmentation, targeting and positioning.	1,3,4
3	Understand the process of new product development and strategies for managing product life cycle.	2,3,6
4	Sketch strategies for pricing and distribution.	1,2,5
5	Understand key aspects of promotion mix.	1,3,5

**SKILLS :**

- ✓ Visit any website and list the promotion strategy of a sponsoring company.
- ✓ Find out the promotion tools of any company.
- ✓ Observe the Distribution Network of a Company
- ✓ List out Product Line of a company and note line modernization or deletion.
- ✓ Draw a Product Life Cycle with regard to a particular product of a company and observe its extension.

**UNIT - I****L-10**

**Introduction to Marketing:** Definition, Importance and Scope of Marketing, Core marketing concepts, Elements of Marketing - Needs, Wants, Demands, Consumer, Markets, Consumer Markets and Industrial Markets Marketing Vs Selling, Marketing Environment, steps in marketing research, factors influencing consumer buying behavior, steps in consumer decision making process.

**UNIT - II****L-10**

**Market Segmentation:** Segmenting the Market, Benefits of Market Segmentations, Market Segmentation Procedure, and Basis for Consumer/Industrial Market Segmentation. Market Targeting – Introduction, Procedure. Product Positioning - Introduction, Objectives, Usefulness, Differentiating the product, Product Positioning Strategy.

**UNIT - III****L-10**

**Product Management:** Product Mix Decisions, New Product Development-Concept and Necessity for Product Development, Failure of New Products, New Product Planning and Development Process, Product-Mix and Product Line, Product Life Cycle - Stages and Strategies for different stages of PLC.

**UNIT - IV****L-10**

**Pricing and Distribution decisions:** Pricing Decisions, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies, Channels of Distribution for Consumer/ Industrial Products,

**UNIT - 5****L-10**

**Promotion mix: Marketing Communication:** The communication process, Promotion mix elements: advertising, Sales promotion, Public relations, Direct marketing, Publicity and personal selling.

**TEXT BOOKS:**

1. V.S.Ramaswamy, S.Namakumari: Marketing Management, 4/e, Macmillan, 2009

**REFERENCE BOOKS:**

1. Phillip Kotler: Marketing Management, 11/e, Pearson Publishers, 2011.
2. Rajan Saxena: Marketing Management, 4/e, TMH, 2009.
3. Stanton William J., Fundamentals of Marketing, McGraw Hill, N. Delhi 10th Ed.
4. Czinkota and Kotabe: Marketing Management, 2/e, Thomson, 2007.