

CAREER ORIENTED COURSE
MARKETING MANAGEMENT
I Semester
PAPER-I
FUNDAMENTALS OF MARKETING

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able:

CO1: To understand marketing terminology and concepts.

CO2: To understand environmental factors.

CO3: To know the individual components of a marketing mix.

CO4: To decide effective channels of distribution.

CO5: To understand the characteristics of recent trends in marketing.

Unit- I

Introduction to Marketing: Meaning, definition, nature, importance of marketing, functions of marketing and modern concepts of marketing. Marketing management: Meaning, definition, advantages. Marketing of goods v/s services.

Unit- I

Marketing Environment: Meaning, types of marketing environment- Economic, Political, Socio Cultural, Technological, Legal & Demographic environment.

Unit- III

Marketing Mix: Meaning and importance of marketing mix, elements of marketing mix (product- product line, level of products. Price - pricing, pricing policy, new product pricing strategies. Promotion - publicity, advertising and public relations, personal selling and sales promotion. Place), product life cycle (PLC), new product development. Market segmentation: meaning, importance, bases for market segmentation.

Unit- IV

Channels of Distribution: Meaning and definition, need, types of marketing channels, factors affecting channels, modern channels of marketing. Channel design and administration, E-channels: Meaning, advantages and disadvantages.

Unit- V

Recent Trends in Marketing: E-business, Online marketing, Tele marketing, Retail marketing, Relationship marketing- meaning, features, advantages and disadvantages.

Suggested Readings:

1. Marketing Management-Kotler Philip
2. Marketing Management- Donald R Cooper
3. Marketing Management- Naresh k Mehrotra

**CAREER ORIENTED COURSE
MARKETING MANAGEMENT
II Semester
PAPER-II
MARKETING STRATEGIES**

Max. Marks: 100

Course Outcome:

On successful completion of this course the students are able:

CO1: To understand the concept of marketing strategy.

CO2: To analyze firm's current situation through applying internal and external analysis.

CO3: To understand strategies for various stages of product life cycle.

CO4: To understand the Management of Marketing Programs.

CO5: To develop and present Global Marketing Strategies.

Unit- I

Marketing Strategy: Meaning, features, objectives, importance. Analyzing Marketing Opportunities: Meaning, advantages. Gathering information & measuring market demand, scanning the marketing environment: Meaning and importance, analyzing consumer market v/s analyzing business markets.

Unit- II

Developing Marketing Strategies- Product positioning- Meaning, importance, Strategies for various stages of product life cycle. Developing new market offerings & designing global market offerings: Meaning and importance.

Unit- III

Management of Marketing Programs- Managing Marketing Channels, management of retailing and whole selling, managing the total marketing efforts.

Unit- IV

Marketing & Competitive Strategies- Analysis of Competitors, types of competitors, Competitive Strategy- meaning, types, Strategic analysis- meaning, types.

Unit- V

Global Marketing Strategies- Significance of global marketing strategies, developing global marketing strategies, product strategies, promotion strategies, pricing strategies, place strategies.

Suggested Readings:

1. Marketing Management -David J Luck & Ronald Rubin
2. Marketing Management -M.N. Mishra,
3. Marketing Management -Donald R Cooper
4. Marketing Management -Narendra K Malhotra

CAREER ORIENTED COURSE
MARKETING MANAGEMENT
III Semester
PAPER-III
MARKETING RESEARCH

Course Outcome:

On successful completion of this course the students are able:

CO1: To gain the basic knowledge of marketing research

CO2: To understand the concept of research design and its importance in research

CO3: To gain knowledge on sampling and data analysis

CO4: To gain knowledge on measurement scale and testing methods

CO5: To understand the ethics in marketing research

CO6: To acquire basic skills to conduct survey researches

Unit- I

Marketing Research- Meaning, definition, features, objectives, classification, role & importance of marketing research, process of marketing research

Unit- II

Research Designs- Meaning, Nature, benefits & types of designs.

Unit- III

Sampling: Meaning of sampling, types of sampling and advantages and importance of sampling.

Data: Meaning, types and sources. Data Analysis: Meaning & Objectives

Unit- IV

Measurement- Meaning and nature, criteria of good measurement, types of measurement scales (in brief) -Testing Methods in brief.

Unit- V

Ethics in Marketing Research- Meaning and nature of ethics, importance of ethics in Marketing Research, code of ethics, ethical issues related to buyers and researchers.

Suggested Readings:

1. Marketing Research –Naresh K Malhotra
2. Marketing Research - David J Luck and Ronald
3. Marketing Research - M.N. Mishra
4. Marketing Research - Donald R Cooper
5. Marketing Research -Naresh K Mahrothra

CAREER ORIENTED COURSE
MARKETING MANAGEMENT
IV Semester
PAPER-IV
SERVICE MARKETING

Course Outcome:

On successful completion of this course the students are able:

CO1: To gain the basic knowledge of service marketing and its recent trends

CO2: To understand the consumer behavior and customer expectations

CO3: To gain knowledge on service marketing mix

CO4: To understand the concept of service quality

CO5: To acquire knowledge on service marketing of different service sectors

Unit- I

Service Marketing- Meaning of service, Nature, factors influencing the growth of service marketing, classification of services (in brief), Ethics in service marketing. Recent trends in Service Marketing

Unit- II

Consumer Behavior- meaning, definitions, nature, factors influencing consumer behavior, customer expectations, factors influencing Customers expectations & types of service expectations.

Unit- III

Service Marketing Mix- Importance, Elements of Service Marketing Mix (Product, Pricing, Promotion, Place, People, Process, Physical Evidence)

Unit- IV

Service Quality- Definition of Quality and its Significance, Service Quality Standards, Strategies for improving Service Quality. Delivering services through intermediaries and electronic channels –Managing Services promises.

Unit- V

Service Industries- Banks – Health Care – Insurance – Transport – Restaurant – Travel and Tourism – Its Applications.

Suggested Readings:

1. Service marketing – Jha
2. Service marketing - Shankar
3. ICFAI Service Marketing

CAREER ORIENTED COURSE
MARKETING MANAGEMENT
V Semester
PAPER-V

ADVERTISING AND SALES MANAGEMENT

Max. Marks : 100

Course Outcome:

On successful completion of the course students can:

CO1: Demonstrate an understanding of the overall role advertising plays in the business world.

CO2: Analyze the advertising agency operations in detail.

CO3: Knowledge about the concepts and practices in the sales management functions.

CO4: Understand how important sales related police are for sales executives

CO5: Comprehensive understanding about the existing law on Consumer Protection in India and aware of the basic procedures for handling consumer dispute.

Unit- I

Advertising- Meaning, Nature, Objectives, Scope and Importance, Kinds of advertising, Advertising media, Merits and demerits, Functions of advertising, Advertising models, Ethics in advertising.

Unit- II

Advertising and Communication- Communication process of advertising, Stages in preparation of

Advertisement copy, Essentials of good advertising, Stages in advertising campaign, Advertising agencies (functions), E-advertising.

Unit- III

Sales Management- Meaning, Features, Objectives and Importance of Sales Management, Personal selling, Components of Personal Selling, Personal Selling Process, Branding and Packing (in brief).

Unit- IV

Sales related Marketing Policies-Product policy, Distribution policy, Pricing policy.

Unit- V

Consumerism- Consumer movement in India, Importance of Consumerism, Consumer Protection Act and its major provisions.

Suggested Readings:

1. Sales Management – Verma and Agarwal
2. Sales Management - Rajiv Batra
3. Advertising Management- Mohan Mahindr

**CAREER ORIENTED COURSE
MARKETING MANAGEMENT**

VI Semester

PAPER-VI

INTERNATIONAL MARKETING

Max. Marks : 100

Course Outcome:

On successful completion of this course the students are able:

CO1: To understand the concept of International Marketing.

CO2: To learn in depth the International Marketing Environment and its components

CO3: To understand the details of Multinational Corporations (MNCs).

CO4: To learn in depth the International Product Decisions.

CO5: To learn in depth the Emerging Issues and its Developments.

Unit- I

International Marketing- Reasons and motives for international marketing, features and significance of international marketing, participants in international marketing, advantages and scope of marketing international marketing v/s domestic marketing, International Marketing Trade Barriers/Restrictions.

Unit- II

International Marketing Environment-components of international marketing environment- Internal Environment, External Environment-Economic, social, political, demographic, technological, international market entry strategies- impact of economic environment on marketing strategies.

Unit- III

Multinational Corporations (MNCs)- International business - Definitions, globalization of business, MNC's and international trade, Features of Multinational Corporations (MNCs), merits and demerits of MNC's, MNC's in India

Unit- IV

International Product Decisions - International product decisions-strategies of product planning for Global Market. Product Mix, Product Life Cycle, New Product Development, Product Strategies, Branding and Packaging.

Unit- V

Emerging Issues and its Developments - International marketing of services, difference between manufacturing & service organization, WTO and its implications on India's international marketing, regional trade Blocs-NAFTA, EU, BRICs, ASEAN, SAARC.

Suggested Readings:

1. International Marketing - Rathore&Jani
2. International Marketing - Francis Cherunilam