



C. U. SHAH UNIVERSITY, Wadhwan City



FACULTY OF MANAGEMENT STUDIES MASTER OF BUSINESS ADMINISTRATION (MBA)

SEMESTER II (TWO)

CODE 5MS02MMT1

Name of Subject Marketing Management

Teaching & Evaluation Scheme

Teaching Scheme (Hours)				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional	External	Total
4	0	0	4	30	70	100

Objectives

- Help to Understand the Behavioral Dynamics of Consumers
- Help to Understand Internal & External forces that affect the Marketing of a Product / Services
- To Understand the Strategic aspects and Implementation

Prerequisite

- Basic Understanding of Concepts of Management and Organizational Dynamics.

Course outline:

Sr. No.	Course Contents	Number of Hours
1	Understanding Marketing Management and Marketing Environment: Importance of Marketing, Scope of Marketing, Fundamental Marketing Concepts, Company orientation towards market place	05
2	Value Chain and Value Delivery Process Corporate, Divisional and Business Unit Strategic Planning	05
3	Gathering Market Information (MKIS) Scanning Environment	05
4	Creating Customer value, Satisfaction and Loyalty	05
5	Factors Influencing Consumer Behavior and Buying Process	04
6	Organizational Buying, Business Buying Process and Participants in Business Buying Process, Purchasing and Procurement Process	04
7	Market Segmentation and Targeting	04



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8	Dealing with Competition	04
9	Setting Product Strategy	04
10	Designing and Managing Services	04
11	Developing Pricing Strategies and Programs	04
12	Designing and managing value networks and Channels	04
13	Introduction to Integrated Marketing Communication: Role of Marketing Communication, Developing Effective Communication, Marketing Communication Mix and IMC Process	04
14	Introduction to new Market offering	04
Total Hours		60

Learning Outcomes

Theoretical Outcome

Students are able to Understand the Marketing Environment, Segmentation, Targeting, Positioning, Marketing Mix and related Strategies

Practical Outcome

Develop basic Skills to deal with the Marketing Strategies and Implementation of the same

Teaching & Learning Methodology

- Lectures
- Case Studies
- Assignments
- Presentation

Books Recommended

1. 'Marketing Management: Analysis, Planning, Implementations and Control', Philip Kotler, Pearson Education, New Delhi, Latest Edition.

E-Resources

1. http://www.vutube.edu.pk/index.php?option=com_hwdvideoshare&Itemid=0&task=search
2. http://www.mindtools.com/public_search.php?format2=builtin-long&sort2=score&method2=and&words=marketing+management