

Course code	Course Name	L-T-P-Credits	Year of Introduction
ME368	Marketing Management	3-0-0-3	2016
Prerequisite : Nil			
Course Objectives: :			
<ul style="list-style-type: none"> • To introduce the concept of market and marketing • To give idea about launching a new product • To introduce the various marketing strategies 			
Syllabus:			
Introduction to marketing, Social and Marketing planning, Consumer behavior, Marketing communication, Designing the message, New trends in marketing			
Expected Outcomes:			
The students will be able to			
<ol style="list-style-type: none"> i. state the role and functions of marketing within a range of organizations. ii. describe key marketing concepts, theories and techniques for analyzing a variety of marketing situations. iii. identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken iv. synthesize ideas into a marketing plan 			
Text books:			
<ol style="list-style-type: none"> 1. Majumdar R., Marketing Research, Text, Applications and Case Studies, New Age International (P), 1991 2. Ramaswamy V.S. & Namkumari S, Marketing Management: Planning, Implementation and Control, Macmillan India Limited, 2002 3. Robert, Marketing Research, Prentice Hall of India, 1999 4. T N Chabra and S K Grover : Marketing management, Dhanpat Rai, 2007 			
Reference books:			
<ol style="list-style-type: none"> 1. Kotler P, Marketing Management: Analysis, Planning, Implementation and Control, Prentice Hall of India, 1993 2. Stanton W.J., Etzel M.J. & Walker B.J, Fundamentals of Marketing, McGraw Hill International Edition, 1994 			
COURSE PLAN			
Module	Contents	Hours	End Sem. Exam. Marks
I	Introduction to marketing - concept of market and marketing – marketing environment - controllable factors - factors directed by top management - factors directed by marketing - uncontrollable factors - demography, economic conditions, competition.	7	15%
II	Social and Marketing planning - marketing planning process - Boston consultancy group model - marketing mix - marketing mix variables. Developing, testing and launching of new products .	7	15%

FIRST INTERNAL EXAMINATION			
III	Market segmentation and market targeting - introduction to segmentation - targeting and product positioning. Marketing research - need and scope - marketing research process – research objectives, developing research plan, collecting information, analysis, and findings.	7	15%
IV	Consumer behaviour - factors influencing consumer behaviour - perceived risks Product life cycle - marketing strategies for different stages of product life cycle	6	15%
SECOND INTERNAL EXAMINATION			
V	Marketing communication - marketing mix variables - steps in developing effective communication - identification of target audience - determination of communication objectives	7	20%
VI	Designing the message - selecting the communication channels - promotion mix evaluation - advertising and sales promotion - factors in advertising - sales promotion tools. New trends in marketing- Brand management - significance of branding to consumers and firms	8	20%
END SEMESTER EXAMINATION			

Question Paper Pattern

Maximum marks: 100

Time: 3 hrs

The question paper should consist of three parts

Part A

There should be 2 questions each from module I and II

Each question carries 10 marks

Students will have to answer any three questions out of 4 (3X10 marks =30 marks)

Part B

There should be 2 questions each from module III and IV

Each question carries 10 marks

Students will have to answer any three questions out of 4 (3X10 marks =30 marks)

Part C

There should be 3 questions each from module V and VI

Each question carries 10 marks

Students will have to answer any four questions out of 6 (4X10 marks =40 marks)

Note: Each question can have a maximum of four sub questions, if needed.