

# Syllabus

## MBA 203-18: MARKETING MANAGEMENT

### Unit –I

**Understanding Marketing and Consumers:** Introduction to Marketing Management. Definition, Importance, Scope, Basic Marketing Concepts, Marketing Mix, Marketing vs Selling, Customer Value, Techniques and Relevance. **Marketing Environment and Competition:** Analysing Marketing Environment-Micro, Macro, Impact of Environment on Marketing. **Corporate Strategic Planning:** Defining Role of Marketing Strategies, Marketing Planning Process. **Marketing Information System:** Concept and Components. **Consumer Behaviour:** Consumer Buying Process, Factors Influencing Consumer Buying Behaviour,

### Unit –II

**Market Segmentation & Targeting:** Product Differentiation, Positioning for Competitive Advantage, Product Decisions: Product Mix, Packaging and Labelling Decisions, Branding, Brand Value & Brand Equity. **New Product Development,** Consumer Adoption Process, Product Life Cycle and Marketing Mix Strategies. **Services Marketing** and 7Ps Framework. **Pricing Decisions:** Objectives, Factors Affecting Pricing Decisions, Pricing Methods, Price Changes, Pricing Strategies.

### Unit –III

**Delivering and Promoting Product:** Supply Chain Decisions Nature, Types, Channel Design and Channel Management Decisions, Retailing, Wholesaling. **Personal Selling:** Personal Selling Process, Managing the Sales Force. **Promotion Mix:** Advertising, Sales Promotion, Public Relations. **Emerging Trends in Marketing:** Green Marketing, Event Marketing, Network Marketing, Social Marketing, Buzz Marketing/Viral Marketing, Customer Relationship Management (CRM), Global Marketing, Rural Marketing, E-Commerce: Marketing In The Digital Age.

### Unit -IV

**Bottom of Pyramid Marketing:** Understanding Poverty and the Base of the Pyramid, Understanding the BoP Consumer: their Basic Needs Wants and Demands, Design-Develop-Distribute Approach Towards BoP. Consumption and Marketing Practices in BoP Contexts: Few Challenges-The Institutional Context of BoP Markets.-Conducting Marketing Research in BoP Markets-BoP Consumers and Producers-Producers and Entrepreneurs at the BoP. Concept of Informal Economy-Alternative Market Initiatives at BoP-Ethical Issues Associated with BoP.