

Course Title:				Marketing Decision Making				
Course Code:				BUL6033				
Course Coordinator				Dr. Deepak Jain				
Credits				3-0-0				
Evaluation Scheme Total 100 Marks								
Quiz (Total 20 Marks)				Assignment/Project (Total 20 marks) (Minimum Two Assignments or one Project)		Mid-Term	Major Examination	Total
Quiz I (5 marks)	Quiz II (5 marks)	Quiz III (5 marks)	Quiz IV (5 marks)	10	10	20 marks) (1 ½ Hour Duration)	(40 marks) (3 Hour Duration)	100 Marks
WEEKS		TOPICS TO BE COVERED						
Week 1		Strategic Planning and its characteristics; Marketing Process and Marketing Plan;						
Week 2		Organizational Marketing and its components; Conducting marketing research – Process and Barriers;						
Week 3		Competitive Intelligence System; MKIS, DSS, MIS; Demand Forecasting and Measurement.						
Week 4		Global Marketing Strategies – Selecting a Potential Market, Impact of Global Environment,						
Week 5		Methods of entering in new markets; types of marketing organization;						
Week 6		Developing global marketing strategies; Ethical and Social dimensions in marketing.						
Week 7		Marketing of services – types and strategies; market budget and costs – steps in marketing cost analysis,						
Week 8		Customer profitability analysis, production and efficiency, New Product Development – challenges, stages,						
Week 9		managing brands: brand value, types, branding strategic decisions,						
Week 10		brand equity, packaging and labelling						
Week 11 (17 th -21 st March, 2025)		Mid-Term						
2 nd May, 2025		Showing of Mid-Term Answer Sheets						
Week 13		Retailing – types of retailers, different types of formats; Franchising – process and types; Decisions and issues in retailing; global trends;						
Week 14		Promotion Mix – Integrated Marketing Communication – Advertising, Budgeting, Benefits and issues, developing communication programs.						
Week 15		Personal Selling and Sales Management: Sales force management, Selling Process						
Week 16		Sales budget and Sales quota, defining Sales Territory, Sales meetings and contests.						
Week 17 (5 th -9 th May, 2025)		Revision Week						
Week 18 (13 th – 22 nd May, 2025)		Major Examinations						
29 th May, 2025		Showing of Major Exams Answer Sheets						

Course Outcomes:

After successful completion of this course, students shall be able to;

CO1: Understand the dimension of marketing problems and issues and how decision is taken at national and global level.

CO2: Able to grasp the practical situations and design the solutions for marketing problems.

CO3: Leant about retailing and its contribution in economic development.

CO4: Learn about sales management and decision making.

Recommended Books:

- Malhotra Naresh K., Marketing Research: An Applied orientation, 2007, 7th Edn. Pearson Education, New Delhi
- Tybout M Alice & Calder J. Bobby, Kellogs on Marketing, John Wily & Sons, NY
- Saxena Rajan, Marketing Management, Tata McGraw Hill, New Delhi
- Kumar V, Profitable Customer Engagement: Concept, Metrics and Strategies, Sage Publications Pvt. Lts, New Delhi, India

Calendar of Quizzes/Assignment etc. to be provided as per below details and exact dates to be fixed in consultation with other course coordinators to avoid overlap of Quizzes of different courses.

Component	Date
Quiz-I	10-3-2025
Quiz-II	12-3-2025
Assignment-I	14-3-2025
Mid-Term	17-21 st March, 2025
Assignment-II	9-5-2025
Quiz-III	5-5-2025
Quiz-IV	7-5-2025
Major Exam	13 th – 22 nd May, 2025

Note:

1. One surprise Quiz may be fixed out of Quiz-II, Quiz-III or Quiz-IV.
2. In case of any deviation in evaluation methodology for courses such as AEC/VAC/SEC shall be mentioned accordingly. Thus, same shall be approved by the next BOS of school if not done earlier.

Signature of Course Coordinator :

Dr Deepak Kumar Jain