

SHRI MATA VAISHNO DEVI UNIVERSITY, KATRA

School of Business

COURSE INFORMATION

- **Course Title:** Marketing Management
- **Course Code:** BUL6034
- **Semester:** 1
- **Number of Sections:** 1
- **Format:** Lectures & Attendance
- **Credit Status:** L-T-P, 3-1-0
- **Credit Hours:** 4
- **Learning Hours:** 14 Weeks x 4 = 56 (Minimum) to 16 Weeks x 4 = 64 (Maximum)

COURSE DESCRIPTION

In this comprehensive and practical introduction to marketing management, students improve their ability to make effective marketing decisions, including assessing marketing opportunities and developing marketing strategies and implementation plans. Course topics include market-oriented strategic planning, marketing research and information systems, buyer behavior, target market selection, competitive positioning, product and service planning and management, pricing, distribution, and integrated communications - including advertising, public relations, internet marketing, social media, direct marketing, and sales promotions. Through a combination of interactive discussions, cases, practical examples, individual assignments, and a group project, the course applies marketing topics to consumer and business-to-business products, services, and nonprofit organizations. Students gain significant experience in communicating and defending their marketing recommendations and building on the ideas of others.

LEARNING OUTCOMES

At the completion of this course, students should be able to:

- Understand the key role and core concepts of marketing management
- Recognize and analyze common marketing managerial problems
- Identify the pricing strategies and value offerings in strategic marketing
- Examine the use of information to drive marketing programs and decisions

COURSE OUTCOMES

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

CLO1: Understand and apply the concepts of marketing in the organizations.

CLO2: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken.

CLO3: Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts.

CLO4: Develop the ability of decision making.

COURSE CONTENTS

UNIT I

(12 Contact Hours)

Definition & Concepts of Marketing Management, Marketing Mix, Extended Marketing Mix, Holistic marketing, Value concept of Marketing Customer Value Delivery process, Value based models of marketing, Scanning Marketing Opportunities.

UNIT II

(13 Contact Hours)

Customer Insight and Market Insight: Dynamics of competitors, Company and Complimentary, Marketing research, Introduction to Marketing metrics.

UNIT III (13 Contact Hours)
Segmenting, targeting and Positioning: Product characteristics and Product Mix Product Life Cycle and product strategies, Product differentiation and design.

UNIT IV (13 Contact Hours)
Price: Setting the price, Pricing components, and strategies, Marketing through Distribution channel, Channel Design, Retailing and Wholesale, Managing Services and Customer Services.

UNIT V (13 Contact Hours)
Branding and Positioning; Promotion Mix; Integrated Marketing communication, Concepts of Direct marketing; Network marketing; Introduction to Social media marketing and Digital marketing.

MODE OF ATTENDANCE & PARTICIPATION POLICY

In-Person Lectures - Because they involve active participation, discussion, and dialogue, you are expected to attend all the lectures.

ASSIGNMENTS & GRADING

Course Deliverables

Internal Assessment shall be awarded on students' work in the form of Case Study Analysis / Quizzes / Reports / Presentations / Seminars / Assignments, which shall be evaluated by the concerned faculty.

Weighed Grading

- 20%: 2 Assignment of 10% each.
- 20%: 4 Quizzes of 5% each.
- 20%: Mid-Term Exam.
- 40%: Final Exam.

Grade Definitions

- Students registered for the required credits who complete the requirements of a course.
- Relative Grading System will be applicable as per university.

ASSIGNMENT

This assignment requires students to conduct a project on the given theme. In this project we will bring together all the concepts within the project and need is to deliver a brief 2–3 minutes oral component.

Note

Must not consist of video only—there must be a live oral component included in the presentation. This assignment should help students apply their marketing management skills learned in the course to market and tell the story behind their chosen topic of project. Visit the course lecture schedule for the assignment due date.

Description

The objective of this marketing project is to develop a multi-media marketing plan for a select target market and provide valuable information about using the marketing strategies and tools learned in the course. Using various digital media tools, personal selling, and marketing communication concepts students will creatively, strategically yet tastefully link their marketing efforts to the culture of their destination to fulfil the requirements of the assignment.

Written and Reporting Requirements

Students will develop a Marketing Campaign for their chosen project. This assignment will be submitted in hard copy and students will be given the opportunity to showcase their work in a brief 2-to-3-minute oral presentation. The PowerPoint visual aid may include video, music, sound effects,

pictures, and/or graphics etc. Provide a list of references used to complete this assignment on the final slide(s) using APA academic style—a minimum number of eight (8) references required.

Assessment

The overall project will be graded using a standard rubric and evaluated for uniqueness, quality, marketing value, and usefulness. This project is worth 10 marks.

Credit Requirements

Course Grading: A student's grade in this course will be based on the following graded and weighed course activities. This is a participatory performance-based course therefore attendance is critical to a student's success. Course activities will be graded within 1 week of the assigned due date. All e-mail communications will be responded to within 24 hrs. Details of the Case Study Analysis assignment and the marketing plan executive summary will be discussed in class and will cover information shared during class, PowerPoints, course textbook, and external sources.

Note: Graduates in contrast to undergraduates enrolled in this course will meet different course requirements. Please note to earn credits in this course will require a higher level of thought leadership on assignments, particularly on the (case study, exams, and global marketing campaign). This variation may include 2 to 3 additional qualitative questions on the exams and more advanced evidence of graduate-level analysis on the case study and the global marketing campaign.

Additional information will be provided in live class sessions.

Course Materials

- Capon, Noel, and Singh, Sidhartha S. Managing Marketing. An Applied Approach. Wiley India
- Kotler, Philip, and Keller, K. Lane. Marketing Management with Indian cases. 15th Edition. Pearson Education, India
- Govindrajan, M. Marketing management: Concepts, Cases, Challenges and Trends. PHI Learning Private Limited, New Delhi
- S. Shajahan. Applied Case Studies in Marketing. Primus Books, New Delhi
- Etzel, Walker et. al. Marketing Concepts and Cases. Tata McGraw Hill, New Delhi

Mapping of Outcomes v. Topics

Outcome Number → Syllabus topic ↓	Week Number	Number of Lectures	1	2	3	4
Unit1: Definition & Concepts of Marketing Management, Marketing Mix	1	3 Lecture 1 Tutorial	√			
Unit1: Extended Marketing Mix, Holistic marketing, Value	2	3 Lecture 1 Tutorial		√		
Unit1: Concept of Marketing Customer Value Delivery process	3	3 Lecture 1 Tutorial			√	
Unit1: Value based models of marketing, Scanning Marketing Opportunities	4	3 Lecture 1 Tutorial				√
Unit2: Customer Insight and Market Insight: Dynamics of competitors, Company and Complimentary	5	3 Lecture 1 Tutorial	√	√		
Unit2: Marketing research, Introduction to Marketing metrics	6	3 Lecture 1 Tutorial			√	√
Quiz & Assessments & Revision	7					
Unit3: Segmenting, Targeting and Positioning	8	3 Lecture 1 Tutorial	√			√

Unit3: Product Characteristics and Product Mix Product Life Cycle	9	3 Lecture 1 Tutorial		√		√
Unit3: Product Strategies, Product Differentiation and Design	10	3 Lecture 1 Tutorial			√	√
Unit4: Price: Setting the Price, Pricing Components, and Strategies	11	3 Lecture 1 Tutorial	√			√
Unit4: Marketing through Distribution Channel, Channel Design	12	3 Lecture 1 Tutorial		√		√
Unit4: Retailing and Wholesale, Managing Services and Customer Services	13	3 Lecture 1 Tutorial			√	√
Unit5: Branding and Positioning; Promotion Mix; Integrated Marketing communication	14	3 Lecture 1 Tutorial	√	√		
Unit5: Concepts of Direct Marketing, Network marketing, Introduction to Social media marketing and Digital marketing	15	3 Lecture 1 Tutorial			√	√
Quiz & Assessments	16					
