



# Mahatma Gandhi University Kottayam

<b>Programme</b>						
<b>Course Name</b>	<b>MARKETING MANAGEMENT</b>					
<b>Type of Course</b>	DSC B					
<b>Course Code</b>	MG1DSCBST100					
<b>Course Level</b>	100					
<b>Course Summary</b>	The course is intended to provide the learner with an understanding on the practices and principles of marketing, the importance of marketing in an organisation and the changing scenario. The course helps to understand the whys and the how's of marketing.					
<b>Semester</b>	1	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	
<b>Pre-requisites, if any</b>						
		3	0	1	0	75

## COURSE OUTCOMES (CO)

CO No.	Expected Course Outcome	Learning Domains*	PO No
1	Understand the concepts and background of Marketing, its Opportunities and Challenges	Understand	1, 4
2	Gain knowledge on the environment surrounding marketing, the value chain and the changing perceptions	Understand	1,4, 6
3	Apply the understanding on three elements namely segmentation, targeting and positioning	Understand	1,4,9
4	To understand the stages of product development and analyse the strategies involved	Analyse	4, 10
5	Develop marketing strategies in connection with products, pricing, promotion, and distribution	Apply	1, 2, 4,6,10
6	Generate awareness on the trends in marketing and develop strategies accordingly	Apply	1,2

**\*Remember(K), Understand(U),Apply(A),Analyse(An),Evaluate(E),Create(C),Skill(S), Interest (I) and Appreciation (Ap)**

## COURSE CONTENT

### Content for Classroom transaction (Units)

Module	Units	Course description	Hrs	CO No.
1-Marketing Management-Introduction and Developments	1.1	Concept of marketing, Marketing and selling, marketing management, importance, functions of marketing	3	1
	1.2	Micro and macro environment of marketing-impact on business decisions-	2	2
	1.3	Marketing 1.0, 2.0, 3.0 and 4.0. Impact of changing technology in marketing, Marketing 5.0	3	2,6
	1.4	Concepts of de marketing, remarketing, guerilla marketing, ambush marketing, cause related marketing	2	2,6
	1.5	Value Chain – Primary elements of a value chain	2	1,2
	1.6	Marketing Mix – Factors affecting mix-	1	1,2
	1.7	Field Study and Case Study related to Marketing concept, changing Orientations in marketing, Success stories of marketing strategies and process, Corporate Marketing Strategies of leading companies, Marketing in changing society etc.	6	1,2,5,6
2-STP of Marketing and Product mix	2.1	Segmentation –Need-Bases	2	3
	2.2	Targeting -targeting strategies	2	3
	2.3	Differentiation - Product positioning	2	3
	2.4	Buying motives – Consumer buying decisions	2	3
	2.5	Product – Service – Product Line and Product Mix decisions	2	4
	2.6	New Product development – Product life Cycle – Failures of products	2	4
	2.7	Field Study, Case Studies and Situations dealing with segmentation, targeting, and positioning in marketing scenario, product Life Cycle etc. Role Play on various scenarios. Case Studies on product development and Failures. Analysis of product lines and mix of various companies	8P	3,4,5,6

3. Strategies for products, pricing distribution and promotion	3.1	Branding – Importance – Types and Branding strategies – Brand Loyalty and Brand Equity	2	4,5
	3.2	Packaging, Labelling and Product Warranties-Importance	2	4,5
	3.3	Pricing- Factors influencing pricing-Pricing Strategies and Pricing Policies	2	5
	3.4	Physical Distribution- Channel levels and channel functions – channel design decisions-	2	5
	3.5	Concept of direct marketing- Methods-	2	
	3.6	Concept of logistics and supply chain management–importance	2	5
	3.7	Retailing-Changing face of retailing in India	1	5,6
	3.8	Field Study, Case Study and Strategy development related to: Branding, Pricing, Packaging and Labelling, Direct marketing- Decisions on logistics- Analysis of changes of retailing in India	8P	4,5,6
4. Promotion Mix	4.1	Concept of promotion mix- Personal selling – Relevance and methods – Process of personal selling	2	5
	4.2	Advertising- Advertising Vs Publicity – Role of advertising- Limitations of advertising – Ethics in Advertising- ASCI	3	5
	4.3	Sales Promotion- Objectives- Sales Promotion Tools for Dealer Promotions, Consumer Level and Sales Force Level Promotions	2	5
	4.4	Role Play and Case Studies related to advertisements- Video Presentations of different types of advertisements and effects- Role Plays on Personal Selling etc. – Ad Copy Creation etc.	8P	4,5,6
5	5	Teacher Specific Module		

<p><b>Teaching and Learning Approach</b></p>	<p><b>Classroom Procedure (Mode of transaction)</b>  Lecture  Discussion Session:  Collaborative/ Small Group Learning:  Flipped Classroom- Video Presentation Content writing  Case study discussions  Role Play  Industrial Visits and Field Study</p>																				
<p><b>Assessment Types</b></p>	<p><b>MODE OF ASSESSMENT</b></p> <p><b>A. Continuous Comprehensive Assessment (CCA) - 30 marks</b>  (a) MCQ test / Viva Voce  (b) Case Studies  (c) Role Plays OR Video Presentations  (d) Discussions and Quiz  (e) Presentations on Trends in the marketing field OR Creating ads or ad copies etc.</p>																				
	<p><b>B. End Semester examination – 70 marks</b></p> <table border="1" data-bbox="684 1048 1345 1178"> <thead> <tr> <th>Mode</th> <th>Time in Hours Maximum</th> </tr> </thead> <tbody> <tr> <td>MCQ Based</td> <td>1</td> </tr> </tbody> </table> <table border="1" data-bbox="547 1211 1485 1662"> <thead> <tr> <th>Question Type</th> <th>Number of questions to answered</th> <th>Answer word/ page limit</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Section A-Multiple Choice Questions</td> <td>20 out of 22</td> <td>MCQ</td> <td>20 x 1= 20</td> </tr> <tr> <td>Section B- Multiple Choice Questions</td> <td>25 out of 27</td> <td>MCQ</td> <td>25 x 2 = 50</td> </tr> <tr> <td colspan="3"><b>Total</b></td> <td><b>70 marks</b></td> </tr> </tbody> </table>	Mode	Time in Hours Maximum	MCQ Based	1	Question Type	Number of questions to answered	Answer word/ page limit	Marks	Section A-Multiple Choice Questions	20 out of 22	MCQ	20 x 1= 20	Section B- Multiple Choice Questions	25 out of 27	MCQ	25 x 2 = 50	<b>Total</b>			<b>70 marks</b>
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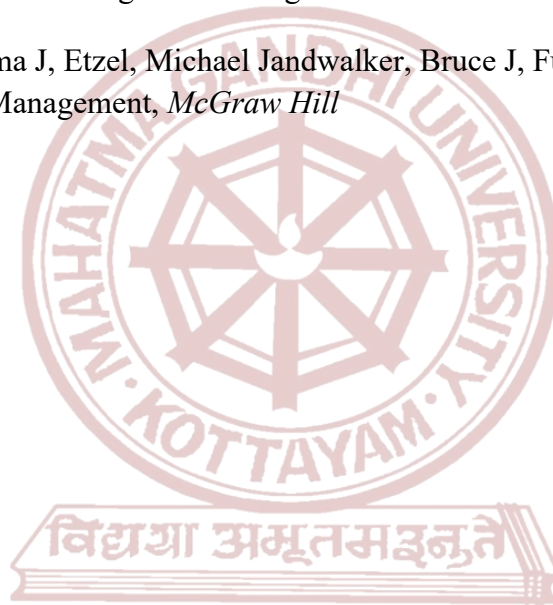
**References**

1. Sherlekar S A and Krishnamoorthy R, Marketing Management; Concepts and Cases, *Himalaya Publishing House*
2. Pillai R S N and Bagavathi, Marketing Management, *S Chand and Company*

3. Saxena, Rajan, Marketing Management, *McGraw Hill*
4. Ramaswamy V S, Marketing Management, *Mac Millan India*
5. Nair, Rajanand Gupta C B, Marketing Management: Text and Cases, *Sultan Chand & Sons*
6. Sontakki C N, Marketing Management: *Kalyani Publishers*

### **Suggested Readings**

1. Kotler, Philip and Keller, Kevin Lane, Marketing Management, *Pearson*
2. Kotler, Philip, Marketing 4.0: Moving from Traditional to Digital, *Wiley*
3. Stanton, Willima J, Etzel, Michael Jandwalker, Bruce J, Fundamentals of Marketing Management, *McGraw Hill*



**MGU-UGP (HONOURS)**

# **Syllabus**