



## Mahatma Gandhi University Kottayam

<b>Programme</b>	<b>Bachelor in Business Administration (Honours)</b>					
<b>Course Name</b>	<b>Marketing Management</b>					
<b>Type of Course</b>	<b>CORE COURSE</b>					
<b>Course Code</b>	MG2CCRBBA101					
<b>Course Level</b>	<b>NA</b>					
<b>Course Summary</b>	The marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. It will equip the students with an understanding of the Marketing Mix elements. The course is intended to introduce key principles and activities crucial to the role that marketing has in an organisation.					
<b>Semester</b>	2	Credits			4	Total Hours
<b>Course Details</b>	Learning Approach	Lecture	Tutorial	Practical	Others	60
		60				
<b>Pre-requisites</b>						

## COURSE OUTCOMES (CO)

CONo.	Expected Course Outcome	Learning Domains *	Annual PO No	MGU PO
CO1	Understand fundamental marketing concepts, theories, and principles; understand the role of marketing in the organisation's context.	U	1	1
CO2	Understand consumer behaviour and apply the principles of segmentation, targeting, and positioning.	A	2	8
CO3	To develop a basic marketing mix and marketing strategy	A	3	6
CO4	Understand the contemporary trends in marketing	U	3	5

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

## COURSE CONTENT

### Content for Classroom transactions (Units)

Module	Course description	Hrs	CO No.
<b>1: Fundamental marketing concepts, theories and principles</b>			<b>11 Hrs</b>
1.1	Meaning, Definition, Nature, Scope and Importance of Marketing.	5	CO1
1.2	Marketing concepts (Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Holistic Marketing Concept)	2	CO1
1.3	Marketing Environment: Micro and Macro Environment (Indian context)	2	CO1
1.4	Market and Types of market (B2C, B2G, B2B, C2C)	2	CO1
<b>2. Segmentation, Targeting and Positioning and Understanding Consumer Behaviour</b>			<b>16 hrs</b>
2.1	Segmentation, Targeting and Positioning: Concept, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Targeting and Positioning.	5	CO2

2.2	Consumer Behaviour, Consumer vs customer, Stimulus-Response Model of Consumer Behavior.	2	CO2
2.3	Factors affecting buyer behaviour-Buyer's Cultural, Social, Personal, and Psychological Characteristics (particularly in the Indian context)	4	CO2
2.4	Consumer Buying Decision Process, Traditional vs Experiential Marketing's View of Customer.	2	CO2
<b>3:Marketing Mix</b>		<b>27 hrs</b>	
3.1	Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging & Labelling, New Product Development.	11	CO3
3.2	Pricing Decisions: Determinants of Price, Pricing Methods and strategies.	3	CO3
3.4	Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement-types, Sales Promotion-Types, Public Relations & Publicity and Personal Selling-importance.	8	CO3
3.5	Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailer.	5	CO3
<b>4: Service Marketing and Contemporary Trends</b>		<b>9 hrs</b>	
4.1	Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps	5	CO4
4.2	Contemporary issues in Marketing, Ethics in Marketing.	2	CO4
4.3	Contemporary Trends in Marketing: E-commerce, Digital Marketing, Integrated Marketing, Guerilla Marketing, Rural Marketing, Social Marketing, Green Marketing, AI in Marketing (Introductory aspects only).	2	CO4

## References

Text Books (Latest Editions):

1. Kotler P., Keller K., et al. Marketing Management (16th edition). Pearson Education Pvt. Ltd.

2. Aaker, D. A. and Moorman Christine., Strategic Market Management: Global Perspectives. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth |Marketing Management. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. Principles of Marketing (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. Marketing Management: Indian Context Global Perspective (6th edition). Sage Publications India Pvt. Ltd.
6. Sheth, J. N., & Sisodia, R. S. (Eds). Does Marketing Need Reform?: Fresh Perspectives on the Future. Routledge.
7. Percy, L. Strategic Integrated Marketing Communications. Routledge.
8. Chaffey, D., & Ellis-Chadwick, F. Digital Marketing (7th edition). Pearson Higher Education.
9. Biswas A. K. Strategic Market Management: Managing Markets for profit and growth Notion Press.
10. Schmitt, B. Experiential marketing. Bilbao: Deusto.
11. Kumar, N. Marketing as Strategy: Understanding the CEO's Agenda for driving Growth and Innovation. Harvard Business Review Press.
12. Treacy, M., and Wiersema, F. The discipline of market leaders: Choose your customers, narrow your focus, and dominate your market. Basic Books.
13. Treacy, M. Double-digit Growth: How Great Companies Achieve It--No Matter what? Penguin.
14. Capon, N. The marketing mavens. Crown Business.
15. Levitt T. Marketing Myopia.
16. Hamel & Prahalad Competing for the Future
17. Peter Doyle : Value-Based Marketing
18. Forsyth, Gupta, Haldar : A Segmentation You Can Act on.
19. Daniel Yankelovich and David Meer (HBS): Rediscovering Market Segmentation
20. C. K. Prahalad : The Fortune at the Bottom of the Pyramid
21. Al Ries & Jack Trout : Positioning: The battle for your mind

### **Suggestive Assessment Activities:**

#### **CO1:**

##### **1.1 Group Assignment/Presentation: (3-5 students)**

Analyse the internal and external factors influencing a chosen company's marketing environment and assess their impact on marketing strategies and business performance.

*Presentation of the same may be conducted (Group)*

##### **1.2 Group Assignment/ Presentation:**

Conduct an in-depth market analysis for a specific product, focusing on its potential for growth, and competition, within the Indian market.

*Presentation of the same may be conducted (Group)*

##### **1.3 Quizzes/Exams:**

For testing CO-based learning domains.

## **CO2:**

### **2.1 Group Assignment/ Presentation**

Develop a segmentation, targeting and positioning strategy for a hypothetical product in the Indian market.

*Report or presentation may be conducted*

### **2.2 Exams:**

For testing CO-based learning domains.

## **CO3:**

### **3.1 Group Assignment**

Design a Marketing Strategy for a New Product: Develop a comprehensive marketing strategy for a new product, incorporating the (appropriate marketing mix).

*Presentation of the same may be conducted (Group)*

### **3.2 Group Assignment**

Choose any brand of your choice and explore the different aspects of its product line (Product Line Length, Depth, Width, Consistency, and product line differentiation)

*Presentation of the same may be conducted (Group)*

### **3.3 Group Assignment**

Branding and New Product Development: Study a company's branding strategy, including its approach to innovation and new product development.

*Presentation of the same may be conducted (Group)*

### **3.4 Retail Store Visit and Observation**

Visit a local retail outlet or an online store to observe competing brands' products, pricing, and promotion strategies. Report findings.

*Presentation of the same may be conducted (Group/ Individual)*

### **3.5 Case Study Analysis**

**3.6 Create an advertisement for a product, service or event (video, print, role play, etc.)**

### **3.7 Quizzes/Exams:**

For testing CO-based learning domains.

## **CO4**

### **4.1 Group Assignment/ Presentation**



Designing a Marketing Strategy for a New Service: Develop a comprehensive marketing strategy for a new service offering, incorporating the 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence). Include aspects like digital marketing integration, ethical considerations, and green marketing.

*Presentation of the same may be conducted (Group)*

#### **4.2 Group Assignment/ Presentation**

Suppose you are appointed as a marketing manager of a service business looking to expand online, propose digital and e-commerce marketing strategy with the help of digital marketing tools.

*Presentation of the same may be conducted (Group)*

#### **4.3 Group Assignment/ Presentation**

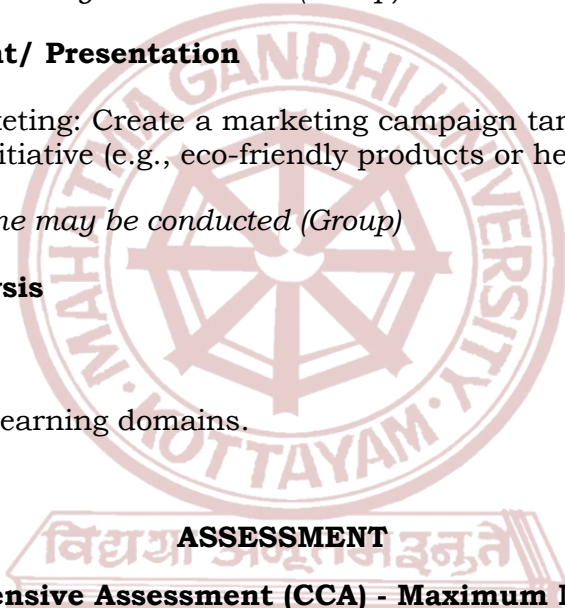
Rural and Social Marketing: Create a marketing campaign targeting rural consumers for a social or green initiative (e.g., eco-friendly products or health education).

*Presentation of the same may be conducted (Group)*

#### **4.4 Case Study Analysis**

#### **4.5 Exams:**

For testing CO-based learning domains.



### **ASSESSMENT**

#### **Continuous Comprehensive Assessment (CCA) - Maximum Marks: 30**

Sl. No	Component	Activity	Max. Marks
1	Tests/ Quizzes:		10
2	Assignments/ group presentations/ Case study Analysis/ Retail store visit and report/ Advertisement creation/	Assessment methods specified in the syllabus	10

3	Assignments/ seminar/ viva voce/ case study analysis/ role play/ marketing events	Assessments specified by the teacher (Assessment methods defined in the syllabus may also be used). Marks may be allotted to students who participate in marketing events of inter collegiate competitions based on the submission of participation certificates and report.	5
4	Group or individual presentation	Presentation of any of the assessment topics given in 2 and 3 above	5
Total Marks			30
(2, 3 and 4 may be done in such a way that at least one activity is given to measure each CO)			

**End Semester Evaluation (ESE) - Maximum Marks: 70**

Sl. No	Component	Activity	Max. Marks
1	Written Examination 2 hours	Short answer (four to five sentences) (a choice between two options for each question-answer five short answer questions, one from each pair (1a/1b, 2a/2b, 3a/3b, 4a/4b, 5a/5b).	5 X 3=15
		Short Essay (a choice between two options for each question-answer three short essay questions, one from each pair (6a/6b, 7a/7b, and 8a/8b).	3 X 5=15
		Long Essay (a choice between two options for each question-answer one long essay questions and one case study, one from each pair (9a/9b, 10a/10b)	2 X 20=40
Total Marks			70