

CP-107 : MARKETING MANAGEMENT

Objectives

The purpose of this course is to develop understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Course Contents

Unit -I

Nature and scope of marketing, Corporate orientations towards the marketplace, The Marketing environment and Environment scanning, Marketing information system and Marketing research, Understanding consumer and Industrial markets.

Unit -II

Understanding consumer behavior, factors influencing consumer behavior and buying process ; organizational buying; Market segmentation, Targeting and positioning; Product decisions - product mix, product life cycle, new product development, branding and packaging decisions.

Unit -III

Pricing methods and strategies, Promotion decisions promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - selection, co-operation and conflict management, vertical marketing, Implementation and systems.

Unit -IV

Services Marketing: The emergence of service. The service consumer behaviour, Service positioning and targeting, Service quality, Promoting the service, Relationship Marketing, Services marketing in India.

Unit -V

Emerging issues in marketing: Consumerism, Green marketing, Sustainable development and consumption, Digital marketing, E-CRM

Suggested Readings

1. Enis, B M. *Marketing Classics: A Selection of Influential Articles*. New York, McGraw Hill, 1991.
2. Kotler, Philip and Armstrong, G. *Principles of Marketing*. New Delhi, Prentice Hall of India, 1997.
3. Kotler, Philip. *Marketing Management: Analysis, Planning, Implementation and Control*. New Delhi, Prentice Hall of India, 1994.

4. Ramaswamy, V S and Namakumari, S. *Marketing Management: Planning, Control*. New Delhi, MacMillan, 1990.
5. Stanton, William, J. *Fundamentals of Marketing*. New York, McGraw Hill, 1994.
6. Neelamegham, S. *Marketing In India: Cases and Readings*. New Delhi, Vikas, 1988.
7. Lovelock. Christopher H. *Services Marketing* Prentice Hall.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.