

Veer Narmad South Gujarat University

304-Marketing Management

Course	304
Course Title	Marketing Management
Credit	4
Teaching per Week	4 Hours
Review / Revision	June, 2022
Minimum weeks / Semester	15 (Lectures, Guest Lectures, Case Study, Presentations, Group Assignments)
Medium of Instruction	English
Purpose of Course	The course intends to create a basic understanding of marketing as a core business activity
Course Objective	<ul style="list-style-type: none"> • To familiarize students with the marketing function in organizations. It shall equip the students with understanding of the Marketing Mix elements. • To sensitize regarding certain emerging issues in marketing. The course shall use and focus on Indian experiences, approaches and cases.
Course Outcome	The base of any business would be to understand the market and the course would create this awareness among the future managers in our students.
Course Content	
Unit 1: Introduction of Marketing (25%)	
<ul style="list-style-type: none"> • Nature, Scope and Importance of Marketing, • Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. • Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context) • Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets • Targeting and Positioning Variables 	
Unit 2: Buying Behaviour (20%)	
<ul style="list-style-type: none"> • Consumer Buying Behaviour: Meaning, Factors affecting consumer behaviour, buying behaviour process (five steps). • Industrial Buying Behaviour: Meaning, Difference between Consumer markets Vs. Industrial market, Buying behaviour process (eight steps) 	
Unit 3: Marketing Mix (35%)	
<ul style="list-style-type: none"> • Product Decisions: Definition, Product Line Decision, Product Mix Decision, Concept of Product Life Cycle (PLC), PLC marketing strategies, Packaging & Labeling. • Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), Discriminatory pricing. • Promotion Mix: Promotional Mix Tools, Developing effective communication (Only list of eight Steps). 	

- **Place (Marketing Channels):** Channel functions, Channel Levels, Marketing Logistics Decisions.

Unit 4: Introduction to Digital Marketing (20%)

- Evolution of Digital Marketing from traditional to modern era
- Emergence of digital marketing as a tool
- Digital marketing strategy- SEO, PPC, Content Marketing, Social Media Marketing & E-mail marketing, P.O.E.M. framework
- Digital landscape
- Digital marketing plan
- Digital marketing models
- Introduction to social media marketing, penetration & characteristics

Suggested Readings:

1. Kotler, P. & Keller, K. L., Marketing Management, Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., Principles of Marketing: A South Asian Perspective, Pearson.
3. Ramaswamy, V.S. & Namakumari, S., Marketing Management, Global Perspective-Indian Context, Macmillan Publishers India Limited.
4. Zikmund, W.G. & D' Amico, M., Marketing Management, Ohio South-Western College Publishing.
5. Seema Gupta, Digital Marketing, McGraw Hill, 1st Edition -2017
6. Ian Dodson, The Art of Digital Marketing, Wiley India, Latest Edition
7. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson 1st Edition -2017
8. Vandana Ahuja, Digital Marketing Oxford University, Press Latest Edition
9. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley 2017
10. Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, Social Media Marketing, A Strategic Approach, Cengage, Latest Edition
11. Online resource for Digital Marketing: SWAYAM