

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2	MBA-102	Marketing Management - I	Core	4	4	0	0	30	70	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Identify the core concepts of marketing with respect to product, price, place and promotion.
CO2	Understand how marketing creates value for the consumer, the company and society.
CO3	Analyze the process of segmentation, targeting and positioning.
CO4	Interpret the consumer behavior model and processes.
CO5	Apply marketing information and research to develop marketing strategies in different scenarios.

Detailed Syllabus

UNIT-I

Fundamentals of Marketing: Marketing – Concept, Importance, Scope, Markets - Key Markets, Orientations of Marketing, Holistic Marketing, Shifts in Marketing, Marketing Management Tasks, Marketing Plan, Marketing Organization.

UNIT-II

Connecting with Customers: Marketing and Customer Value, Value Chain, Value delivery Process, Marketing orientation and Customer Value, Building Customer Value, Satisfaction and Loyalty, Customer Lifetime Value, Customer Relationship Management, Strategic Planning, Corporate and Division Strategic Planning, Business Unit Planning, Strategy Formulation and Implementation

UNIT-III

Identifying with Customers: Identifying Market segments and Targets, Levels of Market Segmentation, Segmentation of Consumer Markets, Bases of Segmentation, Market Targeting & Positioning. Competitor Analysis; Competitive strategies for Market Leader, Challengers and Followers.

UNIT-IV

Analyzing the Demand: Consumer Behavior, Factors Influencing Consumer Behaviour, Buying Decision Process, Theories of Consumer Decision Making, Key psychological Processes, Organizational Buying, Participants in buying Process, Stages in Buying Process.

UNIT-V

Capturing Marketing Insights: MIS – Components, Analysis of Macro Environment, Market Research Process, Measuring Marketing Productivity, Marketing Metrics, Marketing Plan Performance, Profitability Analysis, Forecasting and Demand Management, Measures of Market Demand, Estimating Current Demand

Text Books

S. No	Name of the Suggested Books	Name of Author	Publisher Name	Edition(Pub. Yr.)
1	Marketing Management	Kotler, Keller, Koshy & Jha	Pearson Education	14 th (2014)
2	Marketing management: Global perspective Indian context	Ramaswamy, V. S. & Namakumari, S	Macmillan, New Delhi	4 th (2009)

Reference Books

S.No	Name of the Book	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	MKTG - A South Asian Perspective	CW Lamb, J F Hair, Dheeraj Sharma, C McDaniel,	Cengage Learning, India	1 st (2016)
2	Marketing Management	Dr. K Karunakaran	Himalaya Publishing House	3 rd (2010)