

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2	MBA-202	Marketing Management-II	Core Course	4	4	0	0	30	70	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Understand the basics of product management.
CO2	Develop a strong understanding of the pricing and distribution strategies.
CO3	Explain the various types of intermediaries in distribution channels
CO4	Understand key concepts related to digital marketing
CO5	Create marketing campaigns on social media platform.

Detailed Syllabus

UNIT I

Product Decision: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life cycle; New product development process.

UNIT II

Price Decision: Concept, and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies; Discounts and rebates.

UNIT III

Place and Promotion: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Marketing channel system - Functions and flows; Channel design. Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Sales promotion.

UNIT IV

Introduction to Digital Marketing Concepts: Digital Marketing vs. Traditional Marketing, Digital Marketing Environment; Digital Marketing Channels and Metrics, Content Marketing, Email Marketing, Inbound Marketing, Mobile Marketing, Affiliate Marketing, Viral Marketing, E-WOM Marketing

UNIT V

Digital Marketing in Action: Social Media Platforms, Social Media Marketing, Dynamics of Facebook and Instagram Page, YouTube Page, Build Professional Connections on LinkedIn

Text Books

S.No	Name of the Books	Name of Author	Publisher Name	Edition (Pub.Yr.)
1	Marketing Management- A South Asian Perspective	Philip Kotler, Kevin Lane Keller, Abraham Koshy and M Jha.	Pearson, New Delhi	15 th (2017)
2	Digital Marketing Excellence	Dave Chaffey and PR Smith	Routledge	5 th (2017)

Reference Books

S.No	Name of the Books	Name of Author	Publisher Name	Edition (Pub. Yr.)
1	Marketing management: global perspective Indian context	Ramaswamy, V. S, & Namakumari, S	Sage Publication	6 th (2018)
2	Social Media marketing All-in-one Dummies	Jan Zimmerman, Deborah Ng	John Wiley & Sons Inc.	4 th (2017)