



Kot Bhalwal, Jammu

Model Institute of Engineering  
& Technology (Autonomous)  
Course Handout

## COURSE HANDOUT

MARKETING MANAGEMENT (MBA-202)

MBA-2<sup>ND</sup> SEMESTER

ACADEMIC YEAR (2023-24)

**Dr Navjeet Kaur**

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

[www.mietjmu.in](http://www.mietjmu.in)



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
MBA-202	Marketing Management	Core	4	4	0	0	30	70	100

### COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Understand the core concepts of marketing.
CO2	Articulate the value creation process focusing on the concepts of segmentation, targeting and positioning.
CO3	Comprehend the concepts of product and price Mix.
CO4	Examine the importance of the channel distribution and promotion decisions.
CO5	Interpret the consumer behavior model and the recent trends in marketing.

#### Unit-I

Fundamentals of Marketing: Marketing – Concept, Importance, Scope; Concept of needs, wants and demands; Key Markets; Orientations of Marketing; Shifts in Marketing. Marketing Environment; Market Research Process, Marketing Plan, Marketing Productivity.

(8 Hours)

#### Unit-II

Identifying Customers and Connecting with Customers: Marketing and Customer Value, Value Chain, Value delivery Process, Building Customer Value, Satisfaction and Loyalty, Customer Lifetime Value, Customer Relationship Management – Concept and Components. Identifying Market segments and Targets, Levels of Market Segmentation, Segmentation of Consumer Markets, Bases of Segmentation, Market Targeting & Positioning.

(8 Hours)

#### Unit-III

Product and Price Decision: Product Mix – Concept, Product line and Product Mix. Branding, Packaging and labeling. Product life cycle. New product development process. Price Mix – Concept of Price and Pricing, Significance of Pricing Decision, Factors affecting Price Determination, Pricing Methods and Techniques, Pricing Policies and Strategies.

(9 Hours)

#### Unit-IV

Place and Promotion Decision: Distribution Mix – Nature, Functions, and Types of Distribution Channels. Distribution Channel Intermediaries. Channel Management Decisions and Channel design. Promotion Mix – Concept and Role of Promotion, Determining Promotion Mix. Advertising, Personal selling, Sales Promotion, Publicity and Public Relations, Sales Promotion.

(8 Hours)

#### Unit-V

Analyzing the Demand and Trends in Marketing: Consumer Behavior – Concept and Factors Affecting. Buying Decision Process, Theories of Consumer Decision Making, Participants in Buying Process, Stages in Buying Process. Trends in Marketing – Digital Marketing, Mobile Marketing, Green Marketing, Social Media Marketing, Influencer Marketing, Affiliate Marketing, Omnichannel Marketing.

(9 Hours)

**Textbooks**

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Marketing Management	Kotler, Keller, Koshy & Jha	Pearson Education	16 <sup>th</sup> (2022)
2.	Marketing management: Global perspective Indian context	Ramaswamy, V. S. & Namakumari, S	Macmillan, New Delhi	4 <sup>th</sup> (2009)

**Reference Books**

S.No	Name of the Books	Name of the 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 <sup>st</sup> (2016)
2	Marketing Management	Rajan Saxena	Tata McGraw Hill	6 <sup>th</sup> (2019)

**COURSE PLAN**
**Unit-I Fundamentals of Marketing**

S.No	Topics	Recommended Books
1	Marketing – Concept, Importance, Scope	Book 1, Ch. 1
2	Concept of needs, wants and demands	Book 1, Ch. 1
3	Key Markets	Book 1, Ch. 1
4	Orientations of Marketing	Book 1, Ch. 1
5	Shifts in Marketing	Book 1, Ch. 1
6	Marketing Environment	Book 2, Ch. 2
7	Market Research Process	Book 1, Ch. 4
8	Marketing Plan	Book 1, Ch. 2
9	Marketing Productivity	<a href="https://www.searchenginejournal.com/marketing-productivity-guide/415124/">https://www.searchenginejournal.com/marketing-productivity-guide/415124/</a>
<b>Unit-II Identifying Customers and Connecting with Customers</b>		
10	Marketing and Customer Value	Book 1, Ch. 5
11	Value Chain	Book 1, Ch. 2
12	Value delivery Process	Book 1, Ch. 2
13	Building Customer Value	Book 1, Ch. 5
14	Satisfaction and Loyalty	Book 1, Ch. 5
15	Customer Lifetime Value	Book 1, Ch. 5
16	Customer Relationship Management – Concept and Components	Book 2, Ch. 21
17	Identifying Market segments and Targets, Levels of Market Segmentation, Segmentation of Consumer Markets, Bases of Segmentation, Market Targeting & Positioning	Book 2, Ch. 10
<b>Unit-III Product and Price Decision</b>		
18	Product Mix – Concept, Product line and Product Mix	Book 1, Ch. 11, 12
19	Branding, Packaging and labeling	Book 1, Ch. 11, 12
20	Product life cycle	Book 1, Ch. 11
21	New product development process	Book 1, Ch. 11



22	Price Mix – Concept of Price and Pricing, Significance of Pricing Decision, Factors affecting Price Determination	Book 2, Ch. 22
23	Pricing Methods and Techniques, Pricing Policies and Strategies	Book 2, Ch. 22
<b>Unit-IV Place and Promotion Decision</b>		
24	Distribution Mix – Nature, Functions, and Types of Distribution Channels	Book 1, Ch. 15, 16
25	Distribution Channel Intermediaries	Book 1, Ch. 15, 16
26	Channel Management Decisions and Channel design	Book 1, Ch. 15, 16
27	Promotion Mix – Concept and Role of Promotion, Determining Promotion Mix	Book 1, Ch. 17
28	Advertising	Book 2, Ch. 19
29	Personal selling	Book 2, Ch. 20
30	Sales Promotion	Book 2, Ch. 19
31	Publicity and Public Relations	Book 1, Ch. 18
<b>Unit-V Analyzing the Demand and Trends in Marketing</b>		
32	Consumer Behavior – Concept and Factors Affecting	Book 2, Ch. 8
33	Buying Decision Process	Book 2, Ch. 8
34	Theories of Consumer Decision Making	Book 1, Ch. 6
35	Participants in Buying Process and Stages in Buying Process	Book 1, Ch. 6
36	Trends in Marketing – Digital Marketing	<a href="https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf">https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf</a>
37	Mobile Marketing,	<a href="https://sendpulse.com/support/glossary/mobile-marketing-sms">https://sendpulse.com/support/glossary/mobile-marketing-sms</a> <a href="https://www.optimove.com/resources/learning-center/mobile-marketing">https://www.optimove.com/resources/learning-center/mobile-marketing</a>
38	Green Marketing	<a href="https://sendpulse.com/support/glossary/green-marketing">https://sendpulse.com/support/glossary/green-marketing</a> <a href="https://emeritus.org/blog/sales-and-marketing-green-marketing/">https://emeritus.org/blog/sales-and-marketing-green-marketing/</a>
39	Social Media Marketing	<a href="https://www.google.com/url?sa=t&amp;rc=j&amp;q=&amp;esrc=s&amp;source=video&amp;cd=&amp;cad=rja&amp;uact=8&amp;ved=2ahUKEwiZhM3058P6AhWDRmwGHV2ZBPkQtwJ6BAGHEAI&amp;url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D9m45nVsvvEY&amp;usg=AOvVaw2RsMNpgHvBdM1ITQTdSJeY">https://www.google.com/url?sa=t&amp;rc=j&amp;q=&amp;esrc=s&amp;source=video&amp;cd=&amp;cad=rja&amp;uact=8&amp;ved=2ahUKEwiZhM3058P6AhWDRmwGHV2ZBPkQtwJ6BAGHEAI&amp;url=https%3A%2F%2Fwww.youtube.com%2Fwatch%3Fv%3D9m45nVsvvEY&amp;usg=AOvVaw2RsMNpgHvBdM1ITQTdSJeY</a>
40	Influencer Marketing	<a href="https://www.semrush.com/blog/influencer-marketing-guide/">https://www.semrush.com/blog/influencer-marketing-guide/</a> <a href="https://mailchimp.com/resources/what-is-influencer-marketing/">https://mailchimp.com/resources/what-is-influencer-marketing/</a>
41	Affiliate Marketing	<a href="https://www.smartpassiveincome.com/guides/affiliate-marketing-strategies/">https://www.smartpassiveincome.com/guides/affiliate-marketing-strategies/</a>
42	Omnichannel Marketing	<a href="https://www.semrush.com/blog/omnichannel-marketing/">https://www.semrush.com/blog/omnichannel-marketing/</a> <a href="https://www.moengage.com/blog/omnichannel-marketing/">https://www.moengage.com/blog/omnichannel-marketing/</a>

### ADDITIONAL WEB RESOURCES

1.	<b>MOOC:</b> Marketing Management I <a href="https://www.coursera.org/learn/marketing-management">https://www.coursera.org/learn/marketing-management</a>
2.	<b>NPTEL:</b> Video lectures on Foundations of Marketing Essentials Lecture series by Dr. Bharti, IIMB <a href="https://onlinecourses.swayam2.ac.in/imb24_mg38/preview?user_email=kaur.navjeet73@gmail.com">https://onlinecourses.swayam2.ac.in/imb24_mg38/preview?user_email=kaur.navjeet73@gmail.com</a>
3.	<b>HBPE Course Pack:</b> Marketing Management 2024 created on Harvard Publishing House <a href="https://hbsp.harvard.edu/coursepacks/1139107">https://hbsp.harvard.edu/coursepacks/1139107</a>

### GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks
- **Final Examination:** 70 marks

### COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

### FACULTY INFORMATION

- **Office Hours**  
Monday (1:05 PM - 1:40 PM)  
Friday (1:05 PM - 1:40 PM)
- **Contact Information**  
[navjeet.mba@mietjammu.in](mailto:navjeet.mba@mietjammu.in)