

# **COURSE HANDOUT**

## **MARKETING MANAGEMENT-I (MBA-102)**

MBA- I Semester

ACADEMIC YEAR: 2021-2022

**Ms. Navjeet Kaur**  
Assistant Professor  
School of Management



**School of Management**

**Model Institute of Engineering & Technology (Autonomous)**

(Permanently Affiliated to Jammu University, Accredited by NAAC "A" Grade)

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## Syllabus Copy:

**Class: MBA 1<sup>st</sup> Semester**

**Branch: School of Management**

**Course No: MBA-102**

**Course Title: Marketing Management-I**

**Duration of Exam: 3 hours.**

Hours/ Week			Marks Distribution	
L	T	P	Theory	Sessional
5	-	-	70	30

## 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.

## BOOKS RECOMMENDED:

Marketing Management by Kotler, Keller, Koshy & Jha.

Marketing management: Global perspective Indian context by Ramaswamy, V. S.& Namakumari, S.

MKTG - A South Asian Perspective by CW Lamb, J F Hair, Dheeraj Sharma, C McDaniel.

Marketing Management by Dr. K Karunakaran.

## COURSE INFORMATION SHEET

<b>PROGRAMME:</b> Masters in Business Administration	<b>DEGREE:</b> MBA
<b>COURSE:</b> Marketing Management-I	<b>SEMESTER:</b> 1 <sup>st</sup> Sem
<b>COURSE CODE:</b> MBA-102	<b>COURSE TYPE:</b> CORE
	<b>CONTACT HOURS:</b> 5 hours/Week.

<b>Faculty</b>	<b>Ms. Navjeet Kaur (Assistant Professor)</b>
<b>Text Books (to be acquired by the Students)</b>	
<i>Book 1</i>	Marketing Management, Kotler, Keller, Koshy & Jha, Pearson Education, 14th (2014).
<i>Book 2</i>	Marketing management: Global perspective Indian context, Ramaswamy, V. S.& Namakumari, S, Macmillan, New Delhi, 4th (2009).
<b>Reference Books</b>	
<i>Book 3</i>	MKTG - A South Asian Perspective, CW Lamb, J F Hair, Dheeraj Sharma, C McDaniel, Cengage Learning, India, 1 <sup>st</sup> (2016).
<i>Book 4</i>	Marketing Management, Dr. K Karunakaran, Himalaya Publishing House, 3rd (2010).

**COURSE OBJECTIVES:**

To introduce the fundamental concepts of marketing and its role in an organization. The students will be able to understand the context of marketing environment, consumer behavior issues and strategies to build a customer centric organization.

**COURSE OUTCOMES: THEORY COURSE**

<b>Cos</b>	<b>DESCRIPTION</b>	<b>PO MAPPING</b>
1	Identify the core concepts of marketing with respect to product, price, place and promotion	1, 2
2	Understand how marketing creates value for the consumer, the company and society	1, 3, 4, 5
3	Analyze the process of segmentation, targeting and positioning	1, 2, 3, 4, 5
4	Interpret the consumer behavior model and processes	1, 2, 4
5	Apply marketing information and research to develop marketing strategies in different scenarios	1, 2

## Teaching Plan:

Unit No.	Topic	Content	No. of Classes required	Evaluation Technique	Teaching Aid	Resource/Link
Unit-I	Fundamentals of Marketing	Marketing – Concept, Importance and Scope	02	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 4-17
		Types of Markets	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 10-11
		Orientations of Marketing	02	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition Pg. 20-28
		Shifts in Marketing	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition, Pg. 6-10
		Marketing Management Tasks	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition Pg. 28-30
		Marketing Plan	02	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition Pg. 55-56
		Marketing Organization	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 615-621
Unit-II	Connecting with Customers	Marketing and Customer Value - Value Chain and Value delivery Process - Marketing orientation and Customer Value	02	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 34-39
		Building Customer Value and Satisfaction	02	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT &	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 116-125

			Video		
	Customer Lifetime Value	01	Quiz & Sessional Exam Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 125-127  Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition, Pg. 323	
	Customer Relationship Management	01	Quiz & Sessional Exam Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 128-131  Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition, Pg. 316-322	
	Building Customer Loyalty	01	Quiz & Sessional Exam Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 132-136	
	Strategic Planning	01	Quiz & Sessional Exam Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 21-47	
	Business Unit Planning	02	Quiz & Sessional Exam Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 49-55	
Unit-III	Identifying with Customers	Identifying Market Segments and Targets, Levels of Market Segmentation	01	Quiz & Sessional Exam Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg.198-205
		Bases of Segmentation	02	Quiz & Sessional Exam Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 206-219  Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition, Pg. 299-307
		Market Targeting	01	Quiz & Sessional Exam Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 219-223
		Positioning	01	Quiz & Sessional Exam Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition, Pg. 412-417

		Competitor Analysis	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 225-232  Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition, Pg. 210-216
		Competitive strategies for Market Leader, Challengers & Followers	02	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 233-242
Unit-IV	Analysing the Demand	Introduction to the concept of Consumer Behaviour	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 144-153
		Buying Decision Process	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 159-166
		Theories of Consumer Decision Making	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 166-168
		Key Psychological Processes	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 153-159  Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition, Pg. 254-257
		Organizational Buying	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 174-178
		Participants in Buying Process	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 179-183
		Stages in Buying Process	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 183-187

Unit- V	Capturing Marketing Insights	Components of MIS	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg. 62-68  Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition, Pg. 740-743
		Analysis of Macro Environment	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition Pg. 68-84  Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition Pg. 52-62
		Market Research Process	02	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition Pg. 89-100  Marketing Management: Global perspective Indian context by Ramaswamy & Namakumari, 4 <sup>th</sup> Edition, Pg. 743-760
		Measuring Marketing Productivity	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition Pg. 102-105
		Marketing Plan Performance and Profitability Analysis	02	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition, Pg.633-641
		Forecasting and Demand Management	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition Pg.105-109
		Estimating Current Demand	01	Quiz & Sessional Exam	Chalk & Talk NPTEL Lecture PPT & Video	Marketing Management by Kotler, Keller, Koshy & Jha, 14 <sup>th</sup> Edition Pg.109-112

**WEB SOURCE REFERENCES:**

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 Marketing Management-1, Lecture Series by Prof. Jayanta Chatterjee and Dr. Shashi Shekhar Mishra, Department of Industrial Management and Engineering, IIT Kanpur.  Video lectures on Introduction to Marketing Essentials, Lecture Series by Prof. Zillur Rahman, Department of Management Studies, IIT Roorkee
3	Course Pack- Principles of Marketing 2019 created on Harvard Publishing House <a href="https://hbsp.harvard.edu/coursepacks/646723">https://hbsp.harvard.edu/coursepacks/646723</a>

**EVALUATION SCHEME:**

The term work will consist of the submission of 1 assignment, 1 presentation/attendance, 1 test of 05 marks, 1 test of 15 marks will be awarded for the sessional and a maximum of 05 marks will be awarded for the term attendance strictly as per following scheme:

<b>Attendance Percentage</b>	<b>Marks out of 05</b>
60.1-75.1	0
75.1-85	3
85.1-90	4
90.1-100	5

**ASSIGNMENT SUBMISSION DATES:**

Assignment:- 2<sup>nd</sup> Dec, 2021

Class Code: 1<sup>st</sup> Semester- glx4y55

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**Meeting Hours:** Monday (12:00PM - 1:00PM)

Friday (12:00PM - 1:00PM)