

M.Com (Previous)

Correspondence Course

Paper 1.5 Marketing Management

The objective of this course is to enable the students to understand and familiarize with the various concepts of marketing Management

- Unit 1: Marketing creating and capturing customer value; understanding the marketing place and customer needs, wants and demands, customer value and satisfaction, customer relationship marketing, creating customer loyalty, retention and building customer equity, selling and marketing concept, convert customers' wants into needs.
- Unit 2: Marketing strategy and the marketing mix; customer-driven marketing strategy, developing integrated marketing mix, marketing analysis, marketing planning and marketing implementation, SWOT analysis, competitive advantage and value chain, Porters three generic strategies, market segmentation, consumer behavior and its models.
- Unit 3: Marketing environment: internal and external environment, BCG matrix, ICT in marketing management, creating healthy and vibrant marketing environment, the qualities of conscious marketing leaders, market challenger, market follower and market niches.
- Unit 4: New-product development: new product development strategy, the new -product development process, product life-cycle-strategies, product-engineering, pricing strategies, product mix strategies, public policy and pricing.
- Unit 5: Advertising and public relations: setting advertising objectives, DAGMAR, advertising copy, public relations, the role and impact of public relations, major public relations tools.
- Unit 6: Retail-marketing: retail and mall-marketing, types of retailers, the scope and importance of retail business, trends on retail-marketing, retailing strategies, retail-outlets and consumer shopping types.
- Unit 7: Brand management: brand loyalty; brand positioning, brand repositioning, brand extensions, brand feelings, brand equity, brand associations and managing brand power in the competitive market.

Unit 8: Marketing Research: meaning and definition, scope and uses of marketing research, elements of marketing research, marketing and sales analysis research, future market research on 4 P's and 4 C's.

Unit 9: Issues and developments in marketing management; social-marketing, green-marketing, international marketing, marketing-control, ethical issues and dilemmas in the present marketing conditions, marketing myopia and consultancy marketing, trading-up and trading down marketing strategies.

References:

Kotler, Philip and Gray Armstrong: Principles of Marketing, Prentice Hall, New Delhi.

Kotler, Philip: Marketing Management-Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.

Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi.

Mc Carthy, E.Jenorne and William D.Perreault Jr: Basic Marketing; Managerial Approach, Richard D.Irwin, Homewood, Illinois.

Ramaswamy, V.S and Namakumari, S. :Marketing Management, MacMillan India, New Delhi.

Stanton, William J and Charles Futrell: Fundamentals of Marketing; McGraw Hill Publishing Co., New York.

Still, Richard R, Edward W, Cundiff and Norman A.P Goveni: Sales Management: Decisions, strategies and Cases, Prentice Hall, New Delhi.

Ramesh Kumar; Marketing and Branding; Pearson Education (2007).

John Mackey and Raj Sissodia , conscious capitalism, Harvard Business Press, Boston, Massachusetts.