



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 2<sup>nd</sup> Semester

Subject Name: Marketing Management (MM)

Subject Code: 4529203

With effective  
from academic  
year 2018-19

## 1. Learning Outcomes:

Learning Outcome Component	Learning Outcome
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>Understanding of the role and functions of marketing in an organization.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>Ability to apply the concepts and techniques to various marketing contexts.</li> <li>Ability to analyse marketing problems and provide solutions based on a critical examination of marketing information.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>Evaluate and act upon the ethical and environmental concerns linked to marketing activities.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>Advance reasoned and factually supported arguments effectively in written work and oral presentation.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>Demonstrate the ability to justify marketing strategies and advocate a strategically informed position when considering marketing plan implementation.</li> </ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes** each.

## 3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>Basics of Marketing Management</b></p> <ul style="list-style-type: none"> <li>Definition, Scope, Core Concepts, Tasks</li> <li>Basic 4 P's of Marketing Mix &amp; Updated P's of Marketing Mix</li> <li>Company's Orientation towards Marketplace</li> <li>Marketing as a value delivery process &amp; Value Chain</li> <li>Content of a Marketing Plan (very briefly)</li> </ul> <p><b>Capturing Marketing Insights</b></p> <ul style="list-style-type: none"> <li>Analyzing the macro-environment</li> </ul> <p><b>Creating Customer Value:</b></p> <ul style="list-style-type: none"> <li>Customer Perceived value</li> <li>Cultivating Customer Relationship</li> </ul> <p><b>Understanding Consumers' Markets</b></p> <ul style="list-style-type: none"> <li>Factors affecting consumer buying Behaviour</li> <li>Key Psychological Processes</li> <li>Consumer Buying Decision Process</li> </ul>	10	17



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	<b>Understanding Business Markets</b> <ul style="list-style-type: none"> <li>• Business v/s consumer markets</li> <li>• Buying Situations, Participants</li> <li>• Process</li> </ul>		
II	<b>Segmentation, Targeting and Positioning (STP)</b> <u>Segmentation:</u> <ul style="list-style-type: none"> <li>• Bases of Segmenting Consumer Markets and Business Markets</li> </ul> <u>Targeting:</u> <ul style="list-style-type: none"> <li>• Meaning, effective segmentation criteria, evaluating and selecting the market segments</li> </ul> <u>Positioning:</u> <ul style="list-style-type: none"> <li>• Developing and establishing Brand Positioning</li> <li>• Differentiation strategies</li> </ul> <b>Dealing with Competition</b> <ul style="list-style-type: none"> <li>• Competitive Strategies – Leaders, Challengers, Followers, Nichers</li> <li>• Product Life Cycle (PLC) Strategies</li> </ul> <b>Developing Product Strategy</b> <ul style="list-style-type: none"> <li>• Product characteristics and Classification</li> <li>• Product hierarchy</li> <li>• Product system and mix</li> <li>• Product Line and Length decisions</li> <li>• Packaging, Labeling and Warranties</li> </ul>	10	18
III	<b>New Product Development:</b> <ul style="list-style-type: none"> <li>• Process &amp; Challenges</li> </ul> <b>Brand Management:</b> <ul style="list-style-type: none"> <li>• Brand Equity</li> <li>• Brand Equity Models – CBBE</li> <li>• Devising Branding Strategies               <ul style="list-style-type: none"> <li>○ Branding decisions</li> <li>○ Co-branding and ingredient branding</li> <li>○ Brand extensions</li> </ul> </li> </ul> <b>Developing Services</b> <ul style="list-style-type: none"> <li>• Definition, categories</li> <li>• Distinctive Characteristics</li> <li>• Service Differentiation</li> </ul> <b>Pricing Decisions</b> <ul style="list-style-type: none"> <li>• Consumer Psychology and Pricing</li> <li>• Setting up the price</li> <li>• Price Adaptation and Strategies</li> </ul>	10	18
IV	<b>Managing Distribution Channels</b> <ul style="list-style-type: none"> <li>• Marketing Channels               <ul style="list-style-type: none"> <li>○ Role, Importance</li> <li>○ Design &amp; Management Decisions</li> <li>○ Channel Integration and Systems</li> </ul> </li> </ul> Retailing, Wholesaling and Logistics Management	10	17



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	<p><b>Managing Marketing Communications</b></p> <ul style="list-style-type: none"> <li>• Role of Marketing Communication</li> <li>• Developing Effective Communication</li> <li>• Managing IMC</li> </ul> <p><b>Managing Mass Communications</b></p> <p><u>Advertising:</u></p> <ul style="list-style-type: none"> <li>• 5 M's</li> </ul> <p><u>Sales Promotions:</u></p> <ul style="list-style-type: none"> <li>• Major sales promotion tools</li> </ul> <p><u>Events, Experiences:</u></p> <ul style="list-style-type: none"> <li>• Objectives and sponsorship decisions</li> </ul> <p><u>PR:</u></p> <ul style="list-style-type: none"> <li>• Functions and PR decisions</li> <li>• Tools in marketing PR</li> </ul> <p><b>Managing Personal Communications:</b></p> <p><u>Direct Marketing:</u></p> <ul style="list-style-type: none"> <li>• Benefits, different direct marketing channels</li> </ul> <p><u>Interactive Marketing:</u></p> <ul style="list-style-type: none"> <li>• Advantages and disadvantages</li> <li>• Interactive marketing communication options</li> </ul> <p><u>Word-of-mouth:</u></p> <ul style="list-style-type: none"> <li>• Platforms – Social Media, Viral marketing, opinion leaders</li> </ul> <p><u>Personal Selling:</u></p> <ul style="list-style-type: none"> <li>• Major steps in effective selling</li> </ul>		
V	<p><b>Practical</b></p> <ul style="list-style-type: none"> <li>• Studying the Market Segmentation bases used by various companies to segment the markets for their products.</li> <li>• Studying distribution strategies of various companies</li> <li>• Analyze a few new products / services launched recently and their marketing mix</li> <li>• Studying the product life cycle of various products/brands with strategies adopted at various level</li> <li>• Compare and analyze marketing communications of a few brands in the same product / service category</li> </ul>	---	(30 Marks CEC )

#### 4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions



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## 5. Evaluation:

Students shall be evaluated on the following components:

<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

## 6. Reference Books:

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Philip Kotler & Kevin Lane Keller	Marketing Management	Pearson Education	15 <sup>th</sup> / Latest
2	Lamb, Hair, Sharma & McDaniel	Principles of Marketing – A South Asian Perspective	Cengage Learning	Latest
4	Stanton, Etzel & Walker	Fundamentals of Marketing	McGraw Hill	Latest
5	Kotler, Keller, Koshy and Jha	Marketing Management – A South Asian Perspective	Pearson Education	Latest
6	Arunkumar and Meenakshi	Marketing Management	Vikas Publishing	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Journal of Marketing
2. Indian Journal of Marketing
3. Journal of Marketing Management
4. Journal of Retailing
5. Journal of Consumer Behaviour
6. Brand Equity