

### 23 AN 103: MARKETING MANAGEMENT

Course Code	23 AN 103	Course Delivery Method	Classroom / Blended Mode
Credits	4	CIA Marks	30
No. of Lecture Hours / Week	5	Semester End Exam Marks	70
Total Number of Lecture Hours	75	Total Marks	100
Course Focus	Employability	Entrepreneurship	Skill Development.

**COURSE OUTCOMES:** By the end of the course, students will be able:

- CO-1 To understand the role of marketing in underpinning the success of business organizations and to know the changing context of marketing environment.
- CO-2 To understand the role of marketing mix elements in the successful implementation of marketing strategies to satisfy target customer.
- CO-3 To understand the pricing methods and distribution channel functions.
- CO-4 To know the types of marketing organizations and to understand the set of criteria to control the marketing plan.
- CO-5 To expose the learner to various metrics that are applied in various marketing functions.

### COURSE CONTENT

**UNIT-I: Introduction to Marketing:** Core Marketing concepts - Understanding Customers - Company Orientation towards Marketing - Integrated Marketing Concept - Marketing Environment: Macro and Micro Components and their Impact on Marketing Decisions - Marketing Research and Information - Adapting Marketing to New Liberalized Economy - Digitalization and Customization - Changing Marketing Practices: e-marketing, Societal Marketing, Rural Marketing, Green Marketing. Strategic Marketing Planning: Buyer Behaviour - Consumer vs. Organizational Buyers - Market Segmentation and Targeting - Positioning and Differentiation Strategies. **(15 Hours)**

**UNIT II: Product and Promotion:** Marketing Mix -*Product Decisions:* Concept of a Product, and Classification of Products - Product Mix and Line Decisions - Product Life Cycle - Strategic Implications - New Product Development and Consumer Adoption Process. Marketing Communications: Concept, Definition, and Importance - Marketing Communication Mix - Promotion Decisions - Integrated Marketing Communication - IMC Planning Process -Integrated Communications Strategy - Recent trends in Marketing Communications **(15 Hours)**

**UNIT III: Price Setting and Distribution Channels:** Price Setting: Objectives, Factors and Methods, Price Adapting Policies, and Initiating and Responding to Price Changes. *Marketing Channel System:* Functions and Flows - Channel Design - Channel Management - Selection, Training, Motivation, and Evaluation of Channel Members - *Channel dynamics:* VMS, HMS. **(15 Hours)**

**UNIT-IV: Marketing Organization and Control:** Marketing Organization and Control: Types of Marketing Organization Structures, and Factors Affecting Marketing Organization - Control of Marketing Efforts: Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control - Marketing Audit - *Consumerism* - Consumer Rights and Marketers' Responsibilities. **(15 Hours)**

**UNIT-V: Marketing Metrics:** Customer Acquisition Metrics: Customer Acquisition Cost (CAC), Conversion Rate, Lead-to-Customer Conversion Rate, Churn Rate. Purchase Behavior Metrics: Average Order Value (AOV), Purchase Frequency, Basket Size, Cross-Selling and Upselling Metrics, Customer Satisfaction and Loyalty Metrics: Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), Customer Lifetime Value (CLV), Repeat Purchase Rate. Engagement and Interaction Metrics: Open Rate, Time on Site, Social Media Engagement Referral Metrics: Referral Rate, Referral Revenue, Support and Service Metrics: Response Time, Resolution Time Customer Support Satisfaction. **(15 Hours)**

#### **PRACTICAL COMPONENT:**

- Analyze different needs and wants of consumers in your locality or region.
- Analyze the prevalent marketing environment in your locality or region.
- Analyze Product Life Cycle of few Products like consumer durables (ex., electronic goods, Computers, etc.).
- Analyze Packaging strategies used by FMCG companies.
- Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies.

#### **REFERENCES:**

1. AparnaTembulkar, Marketing Management, 2nd Edition. (2014) Nirali Prakashan, Pune.
2. Kazmi S H, marketing Management: Text and Cases, 1<sup>st</sup> Edition, (2007), Excel Books, New Delhi.
3. Philip Kotler, Kevin Lane Keller, Marketing Management –Global Edition, 15<sup>th</sup> Edition. (2016) Pearson India Education Services PvtLtd.
4. RajanSuxsena, Marketing Management, 5th Edition.( 2017) McGraw Hill Education (India) Private Limited.
5. Ramaswamy, Namakumari, Marketing Management: planning, Implementation & Control, 6<sup>th</sup> Edition, (2018), Sage Publisher, New Delhi.
6. Sherlekar S.A, Marketing Management, 13<sup>th</sup> Edition, (2008), Himalaya Publishing House, Mumbai