

Program : Diploma in Commercial Practice	
Course Code : 4143	Course Title: Marketing Management
Semester : 4	Credits: 4
Course Category: Program Core	
Periods per week: 4 (L:4, T:0, P:0)	Periods per semester: 60

Course Objectives:

- To develop the skills in applying the concepts of marketing to decisions involving segmentation, targeting and positioning, product offering, pricing, and marketing communications.

Course Prerequisites:

Topic	Course code	Course name	Semester
Basic idea about business		Fundamentals of business	1

Course Outcomes:

On completion of the course, the student will be able to:

CO n	Description	Duration (Hours)	Cognitive Level
CO1	Develop fundamental knowledge in marketing concepts, approaches and marketing management tasks.	10	Applying
CO2	Identify the major types of consumer buying behavior, the stages in buying decision process, major bases for segmenting consumer and business markets.	14	Applying
CO3	Develop an idea in new product development and the strategies to be adopted in different stages of product life cycle.	18	Applying
CO4	Choose a marketing plan or strategy for a product or service in pricing, distribution and marketing communication.	16	Applying
	Series Test	2	

CO-PO Mapping:

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3						
CO2		3					
CO3		3					
CO4	3						

3-Strongly mapped, 2-Moderately mapped, 1-Weakly mapped

Course Outline:

Module Outcomes	Description	Duration (Hours)	Cognitive Level
CO1	Develop fundamental knowledge in marketing concepts, approaches and marketing management tasks.		
M1.01	Define product oriented and value-oriented definitions of marketing.	2	Remembering.
M1.02	Compare marketing and selling.	1	Applying
M1.03	Describe the different approaches of marketing.	2	Understanding
M1.04	Explain the marketing philosophies.	2	Understanding
M1.05	List out the functions and advantages of marketing.	2	Remembering.
M1.06	Explain briefly the different marketing management tasks.	1	Understanding
Contents: Introduction to Marketing: Meaning and definition of marketing - product oriented - customer oriented - modern definition - marketing vs selling - features of marketing - the value of marketing - approaches - marketing philosophy - traditional - modern - advantages of marketing - functions of marketing - marketing management- meaning - nature - marketing management tasks.			
CO2	Identify the major types of consumer buying behavior, the stages in buying decision process, major bases for segmenting consumer and business markets.		
M2.01	Outline the buying process.	3	Understanding
M2.02	Identify the factors influencing the consumer behavior.	2	Applying
M2.03	Explain the bases of segmentation.	4	Understanding

M2.04	List out the steps in target marketing.	5	Remembering
	Series Test - I	1	
Contents: Consumer Behavior and Market Segmentation: Meaning of Buyer and consumer - Consumer behavior - buying motives - types - buying decision process - factors influencing consumer behavior - market segmentation - need - criteria for effective segmentation - methods of segmentation - market targeting - advantages - steps - Test marketing.			
CO3	Develop an idea in new product development and the strategies to be adopted in different stages of product life cycle.		
M3.01	Outline the components of marketing mix.	1	Remembering
M3.02	Identify different types of products.	1	Applying
M3.03	Describe the stages on NPD.	2	Understanding
M3.04	List out different stages of PLC	2	Remembering
M3.05	Identify the strategies to be adopted in different stages of PLC.	2	Applying
M3.06	List out the merits and demerits of branding.	2	Understanding
M3.07	Describe product differentiation, diversification, simplification, product mix, product line and product positioning.	4	Understanding
M3.08	Describe the role of packaging and labeling.	4	Understanding
Contents: Marketing mix: Elements - product - levels - classification of product - on the basis of consumption and durability - new product development NPD - stages - product life cycle - stages - marketing strategies in different stages of PLC - branding - objectives - advantages - limitations - brand vs trade mark brand equity - brand loyalty - product differentiation - product diversification - product simplification - product mix - product line - product positioning - packaging - functions - labeling - advantages - limitations.			
CO4	Choose a marketing plan or strategy for a product or service in pricing, distribution and marketing communication.		
M4.01	Identify price determinants.	2	Applying
M4.02	Select suitable pricing method under different situations.	2	Applying
M4.03	List out the importance of advertising.	2	Understanding
M4.04	Compare advertising and personal selling.	3	Understanding

M4.05	Identify kinds of sales promotion.	2	Applying
M4.06	Describe major tools of public relation.	3	Understanding
M4.07	Describe the meaning of interactive marketing and word of mouth marketing.	2	Understanding
	Series Test - II	1	

Contents:

Pricing: Objectives - steps - factors influencing pricing decision - methods of pricing - pricing strategies - promotion - elements of promotion mix - advertising - importance of advertising - advantages - limitations - sales promotion - advertising vs sales promotion - kinds of sales promotion (consumer, dealer, sales force promotion) - personal selling - features - advantages of personal selling - advertising vs personal selling - public relation - objectives - major tools of public relation - interactive marketing - meaning - word of mouth marketing - meaning.

Text / Reference:

T/R	Book Title/Author
T1	A Vinod. <i>Marketing Management</i> . Calicut University.
R1	Kotler Philip. <i>Marketing Management</i> . Pearson Education India.
R2	Priyanka Goel - <i>Marketing Management</i> . Atlantic Publishers.
R3	Govindarajan - <i>Marketing Management - Concepts, Cases, Challenges and Trends</i> . Prentice hall India learning.
R4	Kapur, S.K. <i>Marketing Management</i> . Oxford and IBH Publishing Company.

Online Resources:

Sl.No	Website Link
1	http://www.universityofcalicut.info/SDE/BComBBAMarketing.pdf
2	https://courses.lumenlearning.com/wmopen-introbusiness/chapter/product-marketing/
3	http://www.crectirupati.com/sites/default/files/lecture_notes/Marketing Management.pdf