

THE ICAI UNIVERSITY JAIPUR
ICFAI Business School
Course Handout
MBA
First Semester: 2015-2016

Course Code/No.	Course title	L	P	U
SL MM 501	Marketing Management	3	0	3

1. Instructor-in-charge : **Dr. Rahul Swami**
Instructor(s) : Room No - F-132
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2. Scope & Objective of the course:

Develop an understanding about Importance and Role of Marketing in managerial decision making in an organization. The understanding shall help them to have understanding and application of the subject in context to various other sectors be it Hospitality, NGO or Politics.

At the end of the course, the student will be able to:-

- Explain fundamental concepts of marketing.
- Able to apply marketing principle to real life scenarios.
- Shall have clear understanding about Product era, sales era, Marketing era and emerging societal marketing era.
- Shall be able to draw factor either Macro or Micro and their impact on decision making.
- Shall have understanding about consumers buying behavior.
- Can explain B2B and B2C markets.
- Understand and evaluate Market Segment and Target Market.
- Shall have understanding about PLC.
- How Service marketing different from marketing of Product.
- Can explain decisions related to Product, Distribution and Channels.
- Can distinguish various formats of retailing.

3. (a) Textbook(s):

T1	Marketing management: : Global Perspective-Indian Context, ^{3rd} edition., 2003
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(b) Reference book(s):

R1	Marketing Management: Kotler, Keller, koshy and Jha, 13 th edition, Pearson 2009.
R2	Principles of Marketing- A South Asian Perspective, 13 th Edition, Kotler, Armstrong, Agnihotri, Haque, Pearson 2010.
R3	Marketing Management, 4 th edition Rajan Saxena, Tata Mcgraw Hill, 2010.
R4	Marketing Management: The Millennium Edition: Philip Kotler, Prentice Hall Of India Private Limited., 2007

(c) Other readings:
www.google.com
www.wikimedia.org
www.wikipedia.org
www.google.com

Magazines: 4P's

4. Lecture-wise plan

Lecture/ Session Nos.	Learning Objectives	Topics to be covered	Reference (Chapter/Sec./ Page Nos. (of Text/ Ref. Books)
1-3	Introduction to Marketing	<i>Defining marketing Management, Marketing Concepts, Evolution of Marketing, Marketing Mix, Challenges in the 21st century</i>	T1:Ch.1/page3-25 R3:Ch.1/page 1-17 R2: Ch1/ page2-28
4-5	To be in the position to understand about Building Customer satisfaction	Through Quality, Service and value-Defining Customer Value and satisfaction-Delivering customer value and satisfaction-Retaining Customers	R4: Ch.2/page33-62 R2: Ch2/ page 32-52
6	To analyse the given case so as to understand the underlying concepts	<i>Case 1 : Based on Marketing Mix (To Be Identified)</i>	
7-10	To understand about Marketing environment that influences	<i>Micro Environment & Macro Environment</i>	R3: Ch.2/page 30-46 R4:Ch.5/page 135-156 R2: Ch3/page 56-79
11	To analyse the given case so as to understand the underlying concepts	<i>Case: Based on Environment (To Be Identified)</i>	
12-14	To understand about consumer markets and how buyer behaves and what influences his buying process	Buyer Behavior Perspective- Characteristics affecting consumer behavior- Consumer buying roles- Types of Buying decisions behavior, The Buyer decision process. The buyers decision process for new products.	T1:Ch.4/page 219-244 R4:Ch.6/page 159-186 R3: Ch.6/page 120-143 R2: Ch5/page 114-133
15-16	To have understanding about Industrial markets	Special Characteristics about Industrial Markets, Importance of Selling for an Industrial marketer, Business buying behavior	R3: Ch.7/page 147-157 R4: Ch.7/page 191-215 R2: Ch.6/page 144-157
17-19	To be in a position to evaluate market segments and able to understand target markets	Levels and patters of segmentation, Procedures for market segmentation, Requirements of effective market segmentation,	T1: Ch.4/page 246-256 R4: Ch.9/page 255-276 R2: ch.7/page 162-178

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		Target Market, evaluation and selecting target markets, Focusing and Niching mass customization.	
20-22	To have an understanding about Positioning as an Strategy	Competitive differentiation, concept of positioning, positioning as strategy , communicating your positioning strategy positioning by usage, by user	T1:Ch.5/page 293-305 R4:Ch.10/page285-319 R2: Ch7/page 178-187
23	To analyse the given case so as to understand the underlying concepts	<i>Case: Based on STP (To Be Identified)</i>	
24-26	To understand about decisions related to Products	Product lines decisions, Product mix, Packaging, Labeling, Development of new product	T1:Ch.5/page 334-347 R3:Ch.11/page 223-243 R2: ch.8/page 190-212
27-28	Product Life Cycle	PLC, Stages in PLC, Brand Life Cycle, marketing Strategy	T1: Ch.5/page349-354 R3: Ch.10/page 202-209 R2: ch. 9/page 220-240
29-31	Understand marketing in context to services	Nature of marketing in services, strategies for service firms, International service marketing, Strategies.	T1: Ch.9/page 649-663 R4:Ch.14/ 428-449
32	To analyse the given case so as to understand the underlying concepts	Case Based on Product Mix (To Be Identified)	
33-35	To have understanding about distribution and channel decisions	Nature of channel distribution, Cost analysis, The middlemen.	T1:Ch.6/page 451-465 R3:Ch.19/page 390-399 R2: Ch 12/ page 288-304
36-37	To understand the Retail format	Types, Size and Scenario in Indian Market	T1: Ch.6/ page429-434 R4: Ch.17/page 520-530
38	To analyse the given case so as to understand the underlying concepts	<i>Case: Based on Channel Distribution (To Be Identified)</i>	
39-40	Application Of Marketing Concept	Application of Marketing to Other Key Areas a Presentation	

5. Evaluation Scheme:

Component	Duration (hr/min)	Weightage (%)	Course coverage/ Syllabus	Date/ Time	Remarks
Individual Assignment	--	7	Based on the application and understanding of 4 P's on different sectors.	Announcement date: 6-july-2015 Submission date: 13-july-2015	Individual assignment to understand their familiarity with the concepts (Book Search, Web Search)
Class Participation (Academic Interaction Till Mid Semester)	Continuous	2			Evaluated by the instructor till the middle of Semester
Regularity in Class (Attendance)	Continuous	3			Evaluated by instructor on the Basis of attendance
Test –I	40 min	8	Up to 9 sessions	2-july-2015	
Mid Term Examination	90 min	20	Session 1 - 19	Date:29/July/2015 Time:12:00 to 1:30 PM)	Closed book written Examination
Individual Assignment	--	7	Based on the post mid-term syllabus	Announcement date: 3-sept-2015 Submission date: 9-sept-2015	Library/web research followed by Viva in Common House
Test-II	40 min	8	20-30 sessions	4-Sept.-2015	
Class Participation (Academic Interaction After Mid Semester to End of the Sem)	continuous	2			Evaluated by the instructor from the middle to end of the semester
Regularity in class (Attendance)	continuous	3			Evaluated by the instructor
End Term Examination		40	Lecture nos. 1-40, entire course	Date: 15-sept-2015 Time: 10:00-1:00 PM	Closed book written Examination
	TOTAL	100			

6. Chamber Consultation Hours: Every Monday between 5.00 pm to 6.00 pm

7. Make-up Policy: Make up tests will be allowed to the students only in case of genuine circumstances. However, there has to be a Prior and proper intimation to the undersigned

8. General:

- a. Assignments topic will cover the given syllabus but it should be aligned with the current business scenario
- b. Class Participation is based on your active participation in context to subject.
- c. Pre mid- term Test will be based on conceptual theories and problems. Post Mid-term test shall be of problem and conceptual theories.

Dr. Rahul Swami

Date: __ **07-05-2015** __

(Name & Signature of I/C)