

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTERS IN TECHNOLOGICAL MANAGEMENT-MTM DUAL DEGREE PROGRAMME

Semester – IX (W.e.f.August2015)

Subject: Marketing Management

Subject Code: 4290102

1. Course Objectives: The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints

2. Course Duration: The course duration is of 36 sessions of 75 minutes each i.e. 45 hours.

3. Course Contents:

Module No:	Module Contents	No. of Sessions	Marks (70 External Exam)
1	Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning an overview. Market Analysis and Selection: Marketing environment, macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; consumer versus organizational buyers; Consumer decision making process.	7	17
2	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.	7	17
3	Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and who leasing. Promotion Decisions: Communication Process; Promotion mix advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.	7	18

4	Marketing Research: Meaning and scope of marketing research; Marketing research process. Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Internet marketing; Relationship marketing	7	18
5	Studying four P's of various brands, studying distribution strategies of various sectors and companies, studying segmentation, targeting and positioning strategies, creating a new product and testing the same, studying the product life cycle of various products/brands with strategies adopted at various levels, identifying factors influencing buying decisions in consumer and business markets. Studying global marketing strategies for global brands, etc....	8	(20 Marks of CEC Internal Evaluation)

4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Case discussions covering a cross section of decision situations.
- (b) Discussion on issues and techniques
- (c) Projects/Assignments/Quiz/Class Participation, etc.

5. Evaluation:

A	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
B	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
C	End –Semester Examination	Weightage 70 marks (External Assessment)

6. Reference Books:

1. Kotlar, Philip, Marketing Management, Prentice Hall, New Delhi.
2. Stanton, Etzel, Walker, Fundamentals of Marketing, Tata-McGraw Hill, New Delhi.
3. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
4. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.
5. Tapan Panda 'Marketing Management' - Excel books
6. Panwar J.S. 'Marketing in the NEW ERA' - Sage Publications

7. V.S. Ramaswamy, 'Marketing Management' - Macmilan

Essential Reading

Journal of Marketing (USA), Indian` Journal of Marketing, Marketing Master Mind, Etc.,