

## MARKETING MANAGEMENT

Sem	Subject Code	Category	Lecture		Theory		Practical	Credits
I	21CPCO1C	Core III	6 hrs per week	90	6 hrs per week	90	-	5

### COURSE OBJECTIVE:

Enable the student to understand the principles of marketing management, market segmentation product life cycle, pricing, branding etc.

### COURSE OUTCOMES:

On successful completion of the course, the student will be able

CO	CO Statement	Knowledge Level (K1 – K4)
CO1	To understand the concept of marketing management and role of marketing management in Indian Economy.	K3
CO2	To develop the strategy of buyer behavior and consumer satisfaction in marketing management.	K3
CO3	To understand and apply the concept of sales promotion and advertising in marketing management.	K4
CO4	To develop the emerging trends and issues in marketing management.	K4
CO5	To elucidate the recent trends in marketing	K3

*\*Knowledge Level: K1- Remember; K2- Understand; K3- Apply; K4 Analyse*

### MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	M	S	S	M	M
CO2	M	M	M	S	M	M
CO3	S	M	S	S	M	M
CO4	M	M	M	S	M	M
CO5	S	M	S	S	M	M

S-Strong; M-Medium; L-Low

**Unit – I Introduction to Marketing Management****20 Hours**

Introduction to Marketing Management- Nature and Scope- Concepts of Marketing- Functions and Problems of Marketing Management- Traditional Marketing- Modern Marketing- Responsibilities of Marketing Manager- Role of Marketing Management in Indian Economy.

**Unit – II Buyer Behaviour and Consumer Satisfaction****15 Hours**

Buyer Behavior- Consumer Behavior vs. Business Buying Behavior- Factors Affecting Consumer Behavior- Consumer Satisfaction – Rights of Consumers – Customer Expectations.

**Unit – III Sales Promotion****20 Hours**

Sales Promotion- Tools of Promotion- Communication Process- Characteristics of Promotion- Merits- Demerits- Designing a Promotion Campaign- Promotion- Mix- Determinants- Promotion Tools- Advertising- Sales Promotion- Public Relations.

**Unit – IV Service Marketing****20 Hours**

Introduction – Strategic approach in services marketing –Service marketing in E-Commerce and E-Marketing and Tele marketing Services – Service market research for global markets and rural markets – Innovations in services marketing – Ethical aspects in Service marketing.

**Unit- V Recent Trends in Marketing****15 Hours**

Green Marketing - Evolution of Green Marketing - Importance of green marketing - Benefits of Green Marketing- Green Marketing Mix - Strategies to Green Marketing; Rural Marketing an Overview - Evolution of Rural Marketing - Rural Marketing Mix - Rural Market Strategies with special reference to Segmentation , Targeting and Positioning - Corporate Social Responsibility in Rural Markets; Digital marketing – Channels of digital marketing- e tailing- Business modes of e tailing – differentiate between e commerce and e tailing – future of e-tailing market.

**TEACHING METHODOLOGY**

The course is covered by adopting a combination of lecture methods, class presentation by groups of students, Assignments, self study sessions and PPT Presentations. Each student is required to do the back ground reading from the specified chapters of the prescribed book before coming to class.

**TEXT BOOKS**

S.No	Author	Title of the book	Publication	Year
1.	Sontakki C.N	Marketing Management	Kalyani Publishers	2009
2.	Dr. RajanNayar	Marketing Management	Margham publications	2009
3.	R.S.N. Pillai and Bagavathi	Modern Marketing	S.Chand& Co	2010
4.	Dr. K. Sundar	Marketing	Vijay Nicole	2011

**REFERENCE BOOKS**

S.No	Author	Title of the book	Publication	Year
1.	Philip Kotler	Marketing Management, 11th edition	Pearson Education (Singapore) Pvt Ltd, New Delhi	2003
2.	Crainfield	Marketing Management	Palgrave Macmillan	2003
3.	V.L. Varshney and B. Bhattacharya	International Marketing Management		

**WEB SOURCE:**

- <http://examupdates.in>
- <http://lecturenotes.in>
- [www.crectirupati.com](http://www.crectirupati.com)
- [www.gurukpo.com](http://www.gurukpo.com)

**SYLLABUS DESIGNER:**

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