

<b>Proposal for New Course</b>		
<b>Course Number</b>	:	MB517
<b>Course Name</b>	:	Marketing Management
<b>Credits</b>	:	2-2 (L-T-P-C) <sup>1</sup>
<b>Prerequisites</b>	:	None
<b>Intended for</b>	:	MBA
<b>Distribution</b>	:	Compulsory
<b>Semester</b>	:	I

<b>Preamble</b>
<p>Marketing is not just a specialized business function but an activity that the entire organization has to perform. Marketing operates at three levels in an organization; at a tactical level performing everyday tasks related to customer management, at the strategic level setting direction for organizational growth and profitability making product-market decisions in collaboration with various other functional areas and at the cultural level facilitating organization-wide understanding of customer value and setting up processes for understanding, creating and communicating value to customers, firm and other stakeholders</p>

<b>Objective</b>
<p>The course objectives are:</p> <ul style="list-style-type: none"> <li>- Understand marketing as a concept, process, and function of the business.</li> <li>- Develop decision-making abilities for designing and executing marketing strategy and marketing program</li> </ul>

<b>Course Modules with Quantitative lecture hours</b>		
<b>Module 1</b>	<b>Introduction to Marketing</b>	<b>4</b>

<sup>1</sup> L= Lectures per week, T=Tutorials per week – P = Practical/Lab session per week – C = Credits for course

Meaning, Definition, Pillars of Marketing, Marketing Process, Marketing Environment		
<b>Module 2</b>	<b>Marketing Planning</b>	<b>4</b>
Identification of Market, Segmentation – Meaning and purpose, Types of Segments, Targeting, Positioning, and Marketing Mix.		
<b>Module 3</b>	<b>Product and Price</b>	<b>6</b>
Product policy, Product classification, New Product Development, Diffusion of Innovation, Product Life Cycle, Brand, Branding, and Brand Equity.		
Pricing Policy, Types of pricing, Pricing Process		
<b>Module 4</b>	<b>Promotion and Place</b>	<b>6</b>
Types of Promotion, Advertising, Sales Promotion, Publicity, WOM, IMC		
Channel Design, Channel conflicts, Wholesale, Retailing		
<b>Module 5</b>	<b>Contemporary topics</b>	<b>4</b>
Services Marketing, International Marketing, Rural Marketing, Digital Marketing and Green Marketing		

<b>Textbooks:</b>	
1.	Marketing Management (latest edition) – Philip Kotler and Kevin Lane Keller
2.	Marketing Management (latest edition) – Ramaswamy and Namakumari
<b>Reference Book:</b>	
1.	Marketing Management A An Applied Approach
2.	