



# **MARKETING MANAGEMENT**

## **23MBPC524**

**(COURSE HANDBOOK)**

**MBA**

**COURSE HEAD:**

Asso. Prof. Shreekanth G Naik

# 1. GENERAL INFORMATION

Welcome to Marketing Management!

This course serves as a fundamentals, tool, and theory of Marketing Management essential for aspiring managers in today's dynamic business environment. Throughout this course, you will engage with various Marketing Management theories and practical applications of Marketing in doing segmentation, for products & services by understanding consumer behaviour.

The curriculum is structured into five comprehensive modules, each designed to build upon the last. You will begin with the importance of marketing, and types of needs, followed by functions of marketing and marketing environment. The subsequent modules will delve into consumer behaviour, and strategies related to product, price, place & promotion, followed by segmentation, targeting and positioning. Each topic is accompanied by practical activities to enhance your understanding and application of these concepts in real-world scenarios.

As you progress through the course, you will be encouraged to actively participate in discussions and collaborative projects, which will not only deepen your comprehension but also foster problem-solving skills, and decision-making skills. We emphasize a hands-on approach to learning; therefore, you will be expected to undertake skill development activities and introspective assignments that align with the course content.

We hope that this course will not only equip you with theoretical knowledge but also inspire you to apply these insights practically in your future careers. Please ensure you familiarize yourself with this handbook as it contains vital information regarding assessments, learning outcomes, and resources that will support your academic journey. We look forward to an engaging and productive semester together!

## 1.1.Course Objectives

- Impart the knowledge of the fundamental concepts of marketing.
- Familiarize consumer buying behaviour and influencing factors.
- Acquaint major bases for segment marketing, target marketing, and market positioning.
- Provide a framework covering basic elements of the marketing mix.

## 1.2.Course Outcomes

- CO1:** Summarize the importance of marketing, in the modern business environment.
- CO2:** Apply theories and practices of marketing to solve business problems.
- CO3:** Identify marketing mix strategies for goods and services.
- CO4:** Apply market segmentation concepts and product differentiation strategies to real-world scenarios.
- CO5:** Analyze consumer behaviour and buying process.

### 1.3.Set Text and Suggested Sources

All the below mentioned books are available in the 1st Floor Library.

#### Key Text Books:

1. Kotler Philip, Keller Kevin Lane, Koshy Abraham & Jha Mithileshwar, “Marketing Management: A South Asian Perspective”, 14<sup>th</sup> Edition, Pearson publication, 2019
2. Ramaswamy V.S, and Namakumari S, “Marketing Management Indian Context Global Perspective , ” 6<sup>th</sup> Edition, SAGE publication, 2018

#### Reference Books:

1. Neelamegham S. “Marketing in India: Texts and Cases”, 4<sup>th</sup> Edition, Vikas Publication, 2018
2. William J Stanton, Michael J Etzel, Bruce J Walker, Fundamentals of Marketing Management, 14<sup>th</sup> edition, Tata McGraw Hill, 2017

## 2. THE COURSE

### 2.1.Course Description

MARKETING MANAGEMENT			
Semester	<b>II</b>	CIE Marks	<b>50</b>
Course Code	<b>23MBPC524</b>	SEE Marks	<b>50</b>
Teaching Hours/Week (L:T:P)	<b>4:0:0</b>	Exam Hrs	<b>03</b>
Total Hours	<b>52</b>	Credits	<b>04</b>

The Marketing Management course is designed to provide students with foundational knowledge in marketing which helps in decision making. The course will run for 13 weeks during Semester 2 and consists of 5 modules that cover essential topics in Marketing Management. Each week includes 4 lectures, delivered by Dr Shreekanth G Naik, focusing on theoretical concepts, practical applications, and course-related activities. Spanning a total of 52 hours, this 4-credit course is assessed through Continuous Internal Evaluation (CIE) for 50 marks and a Semester-End Examination (SEE) for 50 marks, with 3-hour exam duration. This structure ensures a balanced and engaging learning experience for students.

### 2.2.Initiating Contact with Staff and Other Students

We encourage open communication and value your inquiries about the Course. However, given the large number of students in this course, we encourage you to use email, office hours of the faculty and any other forms of correspondence thoughtfully. Before reaching out with administrative questions, please check if your query has already been addressed in previous communications or the materials provided in this handbook and on our website. Additionally, we encourage you to engage with your peers for discussions and collaborative learning, as this will enhance your understanding of the course material and foster a supportive academic community.

## 2.3.Resources

Resources go beyond just books—they include dynamic tools like digital libraries, e-learning platforms, and research databases. These modern learning environments offer anytime, anywhere access to academic materials, interactive courses, and cutting-edge research, empowering students to explore knowledge and excel in their fields.

Students can access a variety of resources through the college website. These include the VTU Consortium, e-learning platforms, and additional sources like open-access repositories, and government portals (e.g., NPTEL, NDLI). These digital tools provide access to e-books, research papers, video lectures, and interactive tutorials, offering flexible and comprehensive learning environments.

E-learning and digital library can be accessed via the college website <https://mite.ac.in/> (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources).

## 2.4.Staff

Course Convenor: Dr Shreekant G Naik  
Cabin: 3<sup>rd</sup> floor, PG Block  
Email: [shreekant@mite.ac.in](mailto:shreekant@mite.ac.in)

## 2.5.Topics and Reading materials for each module

### **Module 1**

*No. of Hours: 11*

- **Topic: Introduction**
  - Includes Importance of marketing, Definitions of market and marketing, Types of Needs, Elements of Marketing Concept, Functions of Marketing, the evolution of marketing,
  - Marketing V/s Selling, Customer Value and Satisfaction, 4P's of Marketing
  - Marketing Environment, Techniques used in environment analysis, Characteristics (Micro and Macro), Marketing to the 21st-century customer.
- **Essential Readings:**  
Kotler Philip, Keller Kevin Lane, Koshy Abraham & Jha Mithileshwar, “Marketing Management: A South Asian Perspective”, 14<sup>th</sup> Edition, Pearson publication, 2019, Chapters 1,2, & 3
- **Additional Reading:**  
Ramaswamy V.S, and Namakumari S, “Marketing Management Indian Context Global Perspective, ” 6<sup>th</sup> Edition, SAGE publication, 2018, Chapters 1,2, & 3

## **Module 2**

*No. of Hours: 10*

- **Topic: Consumer Behaviour**
- Analysing Consumer Behaviour: Meaning, Factors influencing Consumer Behaviour – personal, psychological, social.
- Consumer Buying Decision Process, Buying Roles, Buying Motives. The black box model of consumer behaviour.
- **Activities:**
  - Students will actively participate in the ‘**Retailer-Interview**’ activity on consumer behaviour which includes information collecting on product availability, and characteristics of consumers, consumer buying decisions. This activity encourages collaboration, showcases team dynamics, and provides practical insights into Marketing Management, making learning both engaging and impactful.
- **Essential Reading:**  
Kotler Philip, Keller Kevin Lane, Koshy Abraham & Jha Mithileshwar, “Marketing Management: A South Asian Perspective”, 14<sup>th</sup> Edition, Pearson publication, 2019, Chapters 4,5,6,7
- **Additional Reading:**  
Ramaswamy V.S, and Namakumari S, “Marketing Management Indian Context Global Perspective, ” 6<sup>th</sup> Edition, SAGE publication, 2018, Chapters 8 & 9

## **Module 3**

*No. of Hours: 10*

### **Topic: Product and Price**

- Product: Importance and primary objective of product management, product levels, product hierarchy, Classification of products, product mix, and product mix strategies, and Managing Product Life Cycle. New Product Development
- Packing as a marketing tool, and the Role of Labeling in packing.
- Concept of Branding, Brand Equity, branding strategies, selecting logo, brand extension- effects.
- Pricing: Introducing pricing, Significance of pricing, factors influencing pricing (Internal factor and External factor), objectives, Pricing Strategies: Value-based, Cost-based, Market-based, and competitor-based pricing procedure.
- **Activities:**
  - The student’s team will do an in-house presentation on segmentation, targeting, and positioning. Team-wise presentation on product characteristics, pricing strategies, promotional and distribution strategies for FMCG/Automobile/Durable and Service base products. This activity encourages the analysis of STP, and 4Ps strategies for different companies. This activity will help them to prepare for joining industries.

<ul style="list-style-type: none"> <li>○ <b>Essential Reading:</b> Kotler Philip, Keller Kevin Lane, Koshy Abraham &amp; Jha Mithileshwar, “Marketing Management: A South Asian Perspective”, 14<sup>th</sup> Edition, Pearson publication, 2019, Chapters 10,12,14,18, &amp; 19</li> <li>○ <b>Additional Reading:</b> Ramaswamy V.S, and Namakumari S, “Marketing Management Indian Context Global Perspective , ” 6<sup>th</sup> Edition, SAGE publication, 2018, Chapters 11,12,13,14 &amp; 22</li> </ul>	
<p><b><u>Module 4</u></b> <span style="float: right;"><i>No. of Hours: 10</i></span></p> <p><b>Topic: Place and Promotion</b></p> <ul style="list-style-type: none"> <li>○ Place: Roles and purpose of Marketing Channels, Factors Affecting Channel Choice, Channel Design, Channel Management Decision, Channel Conflict, Designing a Physical Distribution System.</li> <li>○ Promotions: Marketing communications, Integrated Marketing Communications, Objectives, and steps in developing effective communication. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Traditional vs. modern Media, online and Mobile Advertising, and social media for Advertising. Push-pull strategies of promotion.</li> <li>○ <b>Essential Reading:</b> Kotler Philip, Keller Kevin Lane, Koshy Abraham &amp; Jha Mithileshwar, “Marketing Management: A South Asian Perspective”, 14<sup>th</sup> Edition, Pearson publication, 2019, Chapters 15 &amp; 16</li> <li>○ <b>Additional Reading:</b> Ramaswamy V.S, and Namakumari S, “Marketing Management Indian Context Global Perspective , ” 6<sup>th</sup> Edition, SAGE publication, 2018, Chapters 15, 16, 19 &amp; 20</li> </ul>	
<p><b><u>Module 5</u></b> <span style="float: right;"><i>No. of Hours: 11</i></span></p> <ul style="list-style-type: none"> <li>○ <b>Topic: Market Segmentation, Targeting and Positioning (STP)</b></li> <li>○ Segmentation: Benefits, requisites of effective segmentation, Bases for Segmenting Consumer Markets, Market Segmentation Strategies. Types of Segmentation.</li> <li>○ Targeting - Bases for identifying target Customers target, Marketing strategies</li> <li>○ Positioning – Meaning of positioning, Tasks involved in Positioning. Monitoring brand performance and positioning. Product Differentiation Strategies.</li> <li>○ <b>Essential Reading:</b> Kotler Philip, Keller Kevin Lane, Koshy Abraham &amp; Jha Mithileshwar, “Marketing Management: A South Asian Perspective”, 14<sup>th</sup> Edition, Pearson publication, 2019, Chapters 7, 8, &amp; 11</li> <li>○ <b>Additional Reading:</b> Ramaswamy V.S, and Namakumari S, “Marketing Management Indian Context Global Perspective , ” 6<sup>th</sup> Edition, SAGE publication, 2018, Chapters 7 &amp; 8</li> </ul>	

### 3. ASSESSMENT

The assessment for the Principles of Management and Organisational Behaviour module is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

**Continuous Internal Evaluation (CIE)** comprises two internal tests, scheduled for the 8<sup>th</sup> and 14<sup>th</sup> week, which together contribute 30% of the total marks. Additionally, students can earn 20% through the completion of assignments (10 marks are allotted for Retailer-Interview assignment, and 10 marks are allotted for Presentation on STP and 4Ps strategies).

**Semester End Examination (SEE)** constitutes the remaining 50% of the total marks. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Even Sem).

#### **Rubrics for Other Assessment (Total: 20 Marks / 40% of CIE)**

<b>1. Retailer-Interview (10 Marks)</b>					
<b>Criteria</b>	<b>10-9 Marks (Excellent)</b>	<b>8-7 Marks (Proficient)</b>	<b>6-5 Marks (Adequate)</b>	<b>4-3 Marks (Basic)</b>	<b>2-1 Mark (Unsatisfactory)</b>
<b>Creativity and Delivery</b>	Highly creative, impactful delivery	Creative, minor delivery gaps	Basic delivery, limited creativity	Minimal effort	No meaningful participation
<b>Information gathered</b>	Deep understanding, well-integrated	Good understanding	Basic understanding	Weak understanding	No effort to understand

<b>2. Student Presentation on STP and 4Ps strategies (10 Marks)</b>					
<b>Criteria</b>	<b>10-9 Marks (Excellent)</b>	<b>8-7 Marks (Proficient)</b>	<b>6-5 Marks (Adequate)</b>	<b>4-3 Marks (Basic)</b>	<b>2-1 Mark (Unsatisfactory)</b>
<b>Creativity</b>	Strong creativity, in all stages	Good initiative, involved in most stages	Moderate leadership and contribution	Minimal involvement and contribution	No leadership and initiative
<b>Quality Information</b>	Excellent information highly cooperative	Good Collaboration and teamwork	Average collaboration and teamwork	Limited collaboration and teamwork	No teamwork and collaboration