

**DHANALAKSHMI SRINIVASAN ENGINEERING COLLEGE (Autonomous)**  
**PERAMBALUR-621212,TAMILNADU.**

**COURSE PLAN**

Name of the Faculty	<b>Ms. JAYASRI.S</b>			
Designation/Department	<b>ASSISTANT PROFESSOR/MBA</b>			
Course Code/Name	<b>P23BAT27 / Marketing Management</b>			
Year/Section/Department	<b>I/MBA</b>			
Credits Details	L: 4	T: 0	P: 0	C: 4
Total Contact Hours Required	<b>60</b>			

**Syllabus:**

<b>UNIT I/ INTRODUCTION</b>	<b>No. of Periods - 12</b>
Defining Marketing – Core concepts in Marketing – Evolution of Marketing – Marketing Planning Process – Scanning Business environment: Internal and External – Value chain – Core Competencies – PESTEL – SWOT Analysis – Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System – Marketing in global environment – International Marketing – Rural Marketing – Prospects and Challenges.	
<b>UNIT II/ MARKETING STRATEGY</b>	<b>No. of Periods - 12</b>
Marketing strategy formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing – Services marketing – Competition Analysis – Analysis of consumer and industrial markets – Influence of Economic and Behavioral Factors – Strategic Marketing Mix components.	
<b>UNIT III/ MARKETING MIX DECISIONS</b>	<b>No. of Periods - 12</b>
Product planning and development – Product life cycle – New product Development and Management – Defining Market Segmentation – Targeting and Positioning – Brand Positioning and Differentiation – Channel Management – Managing Integrated Marketing Channels – Managing Retailing, Wholesaling and Logistics – Advertising and Sales Promotions – Pricing Objectives, Policies and Methods	
<b>UNIT IV/ BUYER BEHAVIOUR</b>	<b>No. of Periods - 12</b>
Understanding Industrial and Consumer Buyer Behavior – Influencing factors – Buyer Behaviour Models – Online buyer behaviour – Building and measuring customer satisfaction – Customer relationships management – Customer acquisition, Retaining, Defection – Creating Long Term Loyalty Relationships.	
<b>UNIT V/ MARKETING RESEARCH &amp; TRENDS IN MARKETING</b>	<b>No. of Periods - 12</b>
Marketing Information System – Marketing Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail research – Customer driven organizations - Cause related marketing – Ethics in marketing – Online marketing trends - social media and digital marketing	

## DSEC/MBA/ P23BAT27 /I/II

Topic No.	Topic	Reference Detail	Page No.	Mode of Teaching	Number of periods required	Cumulative No. of periods
<b>UNIT I INTRODUCTION (12)</b>						
1.	Marketing – Core concepts in Marketing – Evolution of Marketing	T1	5-6	BB	1	1
2.	Marketing Planning Process	T2	11-12	BB	1	2
3.	Scanning Business environment: Internal and External	R4	60-64	BB	2	4
4.	Value chain – Core Competencies	R4	38-58	PPT	1	5
5.	PESTEL – SWOT Analysis	R2	39-40	BB	2	7
		T1	Web			
6.	Marketing interface with other functional areas	R2	50-51	BB	1	8
7.	Production, Finance, Human Relations Management, Information System	R2	51-52	BB	2	10
8.	Marketing in global environment	R2	51-52	BB	1	11
9.	Marketing – Rural Marketing – Prospects and Challenges.	T1	60-65	BB	1	12
<b>Outcome of Unit I:</b>						
<b>COI:</b> Applied knowledge of contemporary marketing theories to the demands of business and management practice..						

<b>UNIT II</b>		<b>MARKETING STRATEGY</b>				<b>(12)</b>	
10.	Marketing strategy formulations	R1	46-47	BB	1	13	
11.	Key Drivers of Marketing Strategies	R5	40-43	BB	1	14	
12.	Strategies for Industrial Marketing	R4	135-136	PPT	2	16	
13.	Consumer Marketing	R4	136-137	BB	1	17	
14.	Services marketing	R4	137-139	BB	1	18	
15.	Competitor analysis	R4	140-142	BB	2	20	
		W2	Web				
16.	Analysis of consumer and industrial markets -Influence of Economic and Behavioral Factors	R3	39-44	BB	2	22	
17.	Strategic Marketing Mix components	R3	45-47	BB	2	24	
<b>Outcome of Unit II:</b>							
<b>CO2:</b> Enhanced knowledge of marketing strategies for consumer and industrial marketing							
<b>Topic No.</b>	<b>Topic</b>	<b>Books for Reference</b>	<b>Page No.</b>	<b>Teaching Methodology</b>	<b>No. of Hours Required</b>	<b>Cumulative No. of periods</b>	
<b>UNIT III</b>		<b>MARKETING MIX DECISIONS</b>				<b>(12)</b>	
18.	Product planning and development- Product life cycle	R3	263-264	BB	1	25	
19.	New product Development and Management	R3	283-292	BB	1	26	
		W3	Web				
20.	Market Segmentation-	R3	193-292	BB	2	28	

21.	Targeting- Positioning	R3	203-206	BB	1	29
22.	Brand Positioning and Differentiation	R3	207-209	PPT	1	30
23.	Channel Management	R1	375-389	BB	1	31
24.	Managing Integrated Marketing Channel	R3	454-494	BB	2	33
25.	Managing Retailing, Wholesaling and Logistics	R1	347-371	BB	2	35
26.	Advertising and Sales Promotions – Pricing Objectives, Policies and Methods	R3	224-227	BB	1	36
		W3	Web			

**Outcome of Unit III:**

**CO3;**Deep understanding of choice of marketing mix elements and managing integrated marketingchannels

**UNIT IV BUYER BEHAVIOUR (12)**

27.	Understanding industrial and individual buyer behavior	R1	161-183	BB	2	38
			133-134			
28.	Influencing factors	R1	134-145	BB	1	39
29.	Buyer Behaviour Models	R1	146-153	BB	2	41
30.	Online buyer behaviour	W5	Web	PPT	1	42
31.	Building and measuring customer satisfaction	R1	107-116	BB	1	43
32.	Customer relationships management	R1	118-119	BB	2	45
33.	Customer acquisition	R1	120-121	BB	1	46
34.	Retaining	R1	121-122	BB	1	47



- T1.** Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012  
**T2.** Chandrasekar KS, “Marketing management-Text and Cases”, Tata McGraw Hill, First edition,2010

**Reference Books:**

- R1.** Lamb, hair, Sharma, Mc Daniel– Marketing – An Innovative approach to learning and teaching-A south Asian perspective, Cengage Learning — 2012  
**R.2** Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition,2011.  
**R 3.** Micheal R.Czinkota & Masaaki Kotabe, Marketing Management, Cengage, 2000.  
**R 4.** Noel Capon and SiddharthShekar Singh, “*Managing Marketing-An Applied Approach*”, Wiley India Pvt. Limited 2014.  
**R 5.** KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGraw Hill, First edition,2010.

**Websites:**

- W1.**<http://www.brainkart.com/article/Marketing-Interfaces-with-other-functional-areas/> **(Topic.No:5)**  
**W2.** <https://www.managementstudyguide.com/competitor-analysis.htm> **(Topic.No:18)**  
**W3.**<http://mbanotesworld.com/new-product-development-process/> **(Topic.No:23)**  
**W4.**<http://www.netmba.com/marketing/pricing/> **(Topic.No:30)**  
**W5.**<http://ecommerceinsiders.com/key-factors-influencing-online-consumer-behaviour-backed-research/> **(Topic.No:34)**  
**W6.**<https://www.smartinsights.com/managing-digital-marketing/marketing-innovation/digital-marketing-trends-2016-2017> **(Topic. No.:51 )**

**Course Outcome:**

**COURSE OUTCOMES:** Learners are able to

- CO1:**Applied knowledge of contemporary marketing theories to the demands of business and management practice.  
**CO2:**Enhanced knowledge of marketing strategies for consumer and industrial marketing  
**CO3:**Deep understanding of choice of marketing mix elements and managing integrated marketing channels  
**CO4:**Ability to analyze the nature of consumer buying behaviour  
**CO5:**Understanding of the marketing research  
**CO6:**Explain new trends in the arena of marketing

**Course Outcome Vs Program Outcome Mapping:**

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO 1	2	2	3	3	2	2	2	3	3	2
CO 2	3	3	2	2	3	2	2	2	3	3
CO 3	3	1	2	3	2	1	1	3	2	3
CO 4	2	3	2	2	3	2	3	2	3	2
CO 5	3	2	2	3	2	3	2	3	2	3
CO 6	2	3	3	3	3	2	2	3	3	2
AVG	2	3	2	3	2	2	2	3	3	2

**Assignment:**

Webportal	Assignment	Components	Topic Number with Topic / Unit Details	Relevance to CO
Web portal 1	--	Assessment – I (60)	Unit I and II	CO 1 & CO2
	1	Assignment – Handwritten (20)	1. Conceptual frame work of marketing. 2. Types of Marketing Environment. 3. Business strategic planning. 4. 7P'S of Services Marketing. 5. Prospects and Challenges of Marketing.	CO 1
	2	Assignment – Poster Presentation / PPT (20)	6. Importance of Marketing in India. 7. Marketing in Global Environment. 8. Key drivers of marketing strategies 9. Strategies for industrial Marketing. 10. Competitor Analysis.	CO 2
Web portal 2	--	Assessment – II (60)	Unit III and IV	CO3 & CO4
	3	Seminar (20)	16. Product Planning and development. 17. New Product Development. 18. Individual Buyer Behaviour. 19.Targeting and positioning. 20.Customer Relationship Management.	CO 3
	4	Case Study Report (20)	<b>Topics:</b> 21. Product Life Cycle. 22. Market Segmentation. 23.Advertising and sales promotion. 24. Industrial Buyer behavior.	CO 4

			25.Online Buyer Behavior.	
Web portal 3	--	Model Exam (75)	Unit I to V	CO1 to CO6
	5	MCQ (15)	Unit I to V	CO1 to CO6
	-	Course Attendance (10)	--	--

**PLAN OF ASSESSMENT TEST -DISTRIBUTION OF MARKS:**

TEST	CO- MARK WISE DISTRIBUTION						BLOOM'S LEVEL MARK WISE DISTRIBUTION					
	CO1	CO2	CO3	CO4	CO5	CO6	BTL1	BTL2	BTL3	BTL4	BTL5	BTL6
AT-1			*	*	*	*				-	-	-
AT-2	CO1	CO2	CO3	CO4	CO5	CO6	BTL1	BTL2	BTL3	BTL4	BTL5	BTL6
	*	*			*	*				-	-	-
MODEL	CO1	CO2	CO3	CO4	CO5	CO6	BTL1	BTL2	BTL3	BTL4	BTL5	BTL6
										-	-	-

**Prepared By**

**(Ms.JAYASRI.S-AP)**

**Verified By**

**(HOD-MBA)**

**Approved By**

**(Principal)**