

**SVKM's Narsee Monjee College of Commerce & Economics**  
(Autonomous)

Dept of Commerce

Program: B.Com				Semester: V	
Course: Marketing Management Academic Year: 2023-2024 Batch: 2021-24				Code: NMUBCOM519	
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
45	Nil	Nil	03		
Internal Component					
Class Test (Duration 20 Mins)			Projects / Assignments		Class Participation
Learning Objectives:					
1. To give an overview of the marketing management					
2. To explore ways of generating useful marketing information.					
3. To familiarize learners with importance of Marketing Strategies.					
4. To equip learner to take important marketing decisions on segmentation and branding.					
5. To equip learner with the skills set for effective selling through marketing management concepts.					
6. To enable students to choose right marketing strategies for business in future.					
7. To explore different dimensions and trends in marketing management					
Learning Outcomes: After completion of the course, students would be able to:					
1. Identify the varied aspects of Marketing Management.					
2. Analyze Marketing opportunities through study of marketing management concepts.					
3. Prepare marketing strategies for managing marketing activities.					
4. Make Marketing Decisions on Product, Price, Place, & Promotion.					
5. Identify Competitive strategies adopted by firms.					
6. Gain insight into different dimensions of marketing management.					
7. Explore future options in marketing.					
8. Explore the reasons for success or failure of brands in India.					

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**Pedagogy:**

1. Flipped classroom to enhance learner participation & activity.
2. Use of Caselets to enable students to apply theoretical concepts to various business situations.
3. Discussion on latest news articles on marketing strategies & activities of corporates
4. Group activities such as Role play to enable students to apply their theoretical knowledge in the given situations pertaining to business environment
5. Individual Assignments / Projects such as surveys / interviews & analysis therefrom, to enable learners to apply knowledge in practical situations

**Detailed Syllabus: (per session plan)**

**Session Outline For: Marketing Management**

**Each lecture session would be of one hour duration (45 sessions)**

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration	Reference Books
I	<p><b>Module I: Introduction to Marketing Management</b></p> <p>i) Marketing - Meaning, Features, Evolution of Marketing, Scope of Marketing, Challenges in Marketing, Marketing management Tasks, Marketing Mix</p> <p>ii) Marketing Strategies –Concepts, levels, Marketing and Customer Value, Michael Porter's Value Chain.</p> <p>iii) MIS, Environmental Factors – Macro and Micro, Marketing Research-Meaning, Process, Building Customer Value</p> <p>iv) Customer Relationship Management, Customer Databases, Database Marketing, Data Mining.</p>	<p>Classroom sessions</p> <p>Caselets</p> <p>Group Activities / classroom assignments</p>	12	<p>Marketing Management , Kotler, Keller, Koshy, Jha. 14<sup>th</sup> Edition Pearson Edition</p> <p>Marketing Management</p>

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II	<p><b>Module II: Consumer Behaviour, Market Segmentation and Branding</b></p> <p>i) Consumer Behaviour, Buying Decision Process, Mental Accounting, Business Buying Process.</p> <p>ii) Market Segmentation: Meaning, Bases, Niche Marketing, Market Targeting, Evaluating &amp; Selecting Market Segment.</p> <p>iii) Competitive Strategies for Market Leaders, Market Challenger, Market Follower, Market Nicher.</p> <p>iii) Branding-Meaning, Brand Equity and its sources, Keller's Brand Resonance Model, Approaches to Brand Valuation.</p> <p>iv) Developing &amp; establishing a Brand Positioning, Points of Difference &amp; Points of Parity.</p>	<p>Classroom sessions</p> <p>Illustrations / Demonstrations from Business world</p> <p>Caselets</p> <p>Group activities / Classroom assignments</p>	11	<p>Englewood cliffs, Philip Kotler Prentice Hall, NJ (2005)</p> <p>Marketing Management</p> <p>Dr. C.B. Gupta, Dr. N. Rajan Nair. Sultan Chand &amp; Sons</p>
III	<p><b>Module III: Product, Price, and Place</b></p> <p>i) Product Levels, Product Classification, Product Differentiation, Services Differentiation, Product Hierarchy, Product Mix, Packaging.</p> <p>ii) Services: Meaning, Categories of Service Mix, Features of Services, Managing service quality</p> <p>iii) Pricing: Changing Pricing Environment, Factors Affecting Pricing Policy, Price adoption strategies: Geographical Pricing, Price Discounts and Allowances, Promotional pricing, Differentiated pricing</p> <p>iv) Marketing Channels: Meaning, Importance, Channel Levels, Consumer Marketing Channels, Industrial Marketing Channels, Channel Design Decisions</p>	<p>Classroom sessions</p> <p>Caselets</p> <p>Group activities</p> <p>Analysis of Corporates</p> <p>Role play</p>	11	<p>Marketing management Text and Cases</p> <p>SHH Kazmi Excel Books (2007)</p>
IV	<p><b>Module IV: Promotion, Marketing Department and Marketing Control</b></p> <p>i) Marketing Communications Mix, Steps in Developing Effective Communication</p> <p>ii) Elements of Promotion:</p>	<p>Classroom sessions</p> <p>Case studies</p> <p>Role play</p>	11	

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Advertising: Meaning, Features, Sales Promotion: Meaning, Sales Promotion Tools Public Relations: Meaning, Major Tools in Marketing Public Relations. Direct Marketing: Meaning, Direct Marketing Channels iii) Organizing Marketing Department: Functional, Geographic, Product, Market Management, Matrix Management. iv) Marketing Control – Marketing Environment Audit, Marketing Strategy Audit, Marketing Organisation Audit, and Marketing Function Audit.	Success / Failure stories from the business world		
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Reference Books:			
	Title	Author(s)	Publisher
	Marketing Management: A South Asian Perspective. (14 <sup>th</sup> Ed)	Kotler, P., Keller, K.L. Koshy, A. & Jha. M.	Pearson Education, New Delhi
	Marketing management Text and Cases	SHH Kazmi	Excel Books (2007)
	Marketing Management	Phillip Kotler	Englewood cliffs, Prentice Hall, NJ ( 2005)
	Live Corporate Cases in Marketing	Prof. M.V. Kulkarni	Everest Publishing House (2014)
	Strategic Marketing Management	Richard M. S Wilson, Colin gilligam	Viva BooksPvt. Ltd (2003)
	Marketing Strategies –Planning Implementations,	Walker –Boyd, Larreche	TataMacgraw Hill (2004)
	Marketing in India : Cases and Readings	Neelamegam,S.	Vikas, New Delhi (2007)
	Marketing a Managerial	Gandhi, J.C.	TataMcGrawHill.

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	Introduction			
	Marketing Management.	Sherlekar, S.A.	Himalaya Publishing House.	
	Marketing Management	Dr. C.B. Gupta, Dr. N. Rajan Nair	Sultan Chand & Sons	
	Basics of Marketing Management: Theory and Practice	Dr. R. B. Rudani	S. Chand	



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