



# Marketing Management

| Sno      | No of hours | No of days | <b>PART - 1 Understanding Marketing and the marketing process</b>  |
|----------|-------------|------------|--|
| <b>1</b> | <b>6</b>    | <b>2</b>   | <b>MARKETING IN A CHANGING WORLD: CREATING CUSTOMER VALUE AND SATISFACTION</b>   |
|          |             |            | <i>Marketing defined? Needs, Wants &amp; Demand, Product and services Value, Satisfaction and Quality, Exchange, Transactions and Relationships, Markets and Marketing</i> |
|          |             |            | <i>Demand marketing, building profitable customer relationships</i>  |
|          |             |            | <i>The Production concept, product concept, selling concept, Marketing concept, The Societal Marketing concept</i>   |
|          |             |            | <i>Current Marketing challenges?</i>   |
|          |             |            | <i>Growth of non profit organisation, The IT boom, Rapid globalisation</i>   |
|          |             |            | <i>Changing world Economy, Call for more Ethics and social responsibility</i>  |
|          |             |            | <i>The new marketing landscape</i>   |
| <b>2</b> | <b>0</b>    | <b>0</b>   | <b>STRATEGY PLANNING AND THE MARKETING PROCESS</b>   |
|          |             |            | <i>Defining the company Mission, setting Company objectives and Goals</i>  |
|          |             |            | <i>Designing the business portfolio</i>  |
|          |             |            | <i>Analyzing the current business portfolio, developing Growth strategies, Planning functional strategies</i>  |
|          |             |            | <i>Strategic planning and small business</i>   |
|          |             |            | <i>The Marketing process and strategis</i>   |
|          |             |            | <i>Marketing - Analysis, planning, Implementation, control, environment</i>  |
|          |             |            | <i>Developing Marketing Mix</i>  |
| <b>3</b> |             |            | <b>THE GLOBAL MARKETING ENVIRONMENT</b>  |
|          |             |            | <i>The Company's Micro environment</i>   |
|          |             |            | <i>The Company, Suppliers, Marketing, Intermeidaries, Customers, Competitors, Publics</i>  |
|          |             |            | <i>The Company's Macro environment</i>   |
|          |             |            | <i>Demographic, Economic, Natural, Technological, Political and cultural Environment</i>   |
|          |             |            | <b>PART 2 DEVELOPING MARKETING OPPORTUNITIES AND</b>   |

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|----------|----------|----------|---|
|          |          |          | <b>STRATEGIES</b>   |
| <b>4</b> | <b>6</b> | <b>2</b> | <b>Marketing Research and Information systems</b>   |
|          |          |          | <i>Accessing information, Developing Information, distributing Information</i>  |
|          |          |          | <i>The Marketing Research Process</i>   |
|          |          |          | <i>Defining the problem and Research Objectives</i>   |
|          |          |          | <i>developing research plan</i>   |
|          |          |          | <i>Determining specific Information needs</i>   |
|          |          |          | <i>Implementing the research plan</i>   |
| <b>5</b> |          |          | <b>Consumer Markets and Consumer Buyer Behavior</b>   |
|          |          |          | <i>Model of Consumer Behavior</i>   |
|          |          |          | <i>Characteristics affecting Consumer Behavior</i>  |
|          |          |          | <i>Cultural, Social, Personal &amp; Psychological factors</i>   |
|          |          |          | <i>Types of buying decision</i>   |
|          |          |          | <i>Complex, Dissonance-reducing, Habitual, Variety seeking</i>  |
|          |          |          | <i>Buyer decision process- Need recognition, Information search, Evaluation of alternatives, Purchase decision, post purchase behaviour</i> |
|          |          |          | <i>The buyer decision process for New products</i>  |
|          |          |          | <i>Stages in the Adoption process, Individual differences in Innovativeness, Influence of product Characteristics on rate of adoption</i>   |
| <b>6</b> |          |          | <b>Market segmentation, Targeting and Positioning for competitive advantages</b>  |
|          |          |          | <i>Levels of Market Segmentation</i>  |
|          |          |          | <i>Market targeting</i>   |
|          |          |          | <i>Positioning for competitive advantage</i>  |
| <b>7</b> |          |          | <b>PART 3: DEVELOPING THE MARKETING MIX</b>   |
|          | <b>3</b> | <b>1</b> | <b>What is product?</b>   |
|          |          |          | <i>The product-service Continuum, Levels of product</i>   |
|          |          |          | <i>Product classifications</i>  |
|          |          |          | <i>Consumer Products, Industrial products</i>   |
|          |          |          | <i>Individual product decisions, Product attributes, Branding, Packaging, Labeling</i>  |
|          |          |          | <i>Product line decisions</i>   |
|          |          |          | <i>Product Mix Decisions</i>  |
| <b>8</b> |          |          | <b>New-Product Development and Product life cycle strategies</b>  |
|          |          |          | <i>New Product Development strategy</i>   |
|          |          |          | <i>Idea Generation, Screening, Concept Development and Testing, Marketing Strategy Development, Business Analysis, Product Development,</i> |
|          |          |          | <i>Test Marketing, Commercialization, speeding up New-Product Development</i>   |

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|           |          |          | <i>Product Life-cycle Strategies</i>                                   |
|           |          |          | <i>Introduction stage, Growth stage, Maturity stage, Decline stage</i> |
| <b>9</b>  | <b>3</b> | <b>1</b> | <b>Pricing Products: Pricing Considerations and Approaches</b>         |
|           |          |          |  |
|           |          |          | <i>Factors to Consider when setting Prices</i>                         |
|           |          |          | <i>Internal factors affecting Pricing Decisions</i>                    |
|           |          |          | <i>External factors affecting Pricing Decisions</i>                    |
|           |          |          |  |
|           |          |          | <i>General Pricing Approaches</i>                                      |
|           |          |          | <i>Cost-based pricing</i>  |
|           |          |          | <i>Value based pricing</i>   |
|           |          |          | <i>Competition based pricing</i>                                       |
|           |          |          |  |
| <b>10</b> |          |          | <b>Pricing Products: Pricing Strategies</b>                            |
|           |          |          |  |
|           |          |          | <i>New-Product pricing strategies</i>                                  |
|           |          |          | <i>Product Mix Pricing Strategies</i>                                  |
|           |          |          | <i>Price-Adjustment Strategies</i>                                     |
|           |          |          | <i>Price changes</i>   |
|           |          |          |  |
| <b>11</b> | <b>3</b> | <b>1</b> | <b>Distribution Channels and Logistics Management</b>                  |