



Course Title: Marketing Theory and Practices

Course Level: UG

Course Code: MKTG 107

Credit Units: Three

Course Objectives:

- To give students elementary knowledge of concepts in the domain of Marketing.
- Develop and imbibe in students Principles of Marketing & establish an appreciation of contemporary realities along with the emerging importance in Digital Marketing.

Pre-requisites:

The prerequisite for this course is that students should be aware about the happenings in the business world, so that when the course is taught, they can relate to the practical aspects of the theoretical concepts and develop a comprehensive understanding about the course. This will give a holistic view of the course and will facilitate understanding.

Course Learning Outcomes:

Learning outcomes of this course are:

- To understand the concepts of marketing management & the tools used by marketing managers in decision situations
- To understand the concepts Product Strategy and Brand Management
- To learn about Pricing Considerations and Strategies
- To understand Distribution and Logistics Decisions
- Evaluate the marketing situation for strategy development.
- Formulate the marketing strategy as decision makers.

L	T	P/ S	SW/F W	No of PSDA	TOTAL CREDIT UNITS
2	0	0	2	2	3

Course Contents/Syllabus:

	Weightage (%)
Module I - Introduction to Marketing	
Descriptors/Topics <ul style="list-style-type: none">• Meaning of marketing Core concepts of marketing• Marketing Management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept• Internal and External Marketing Environment Analysis• Introduction to Marketing Information System and Marketing Research• Concept of Market Segmentation, Targeting, Positioning.• Consumer buying decision process• Introduction to Marketing Mix Elements	25
Module II - Product Strategy & Brand Management	
Descriptors/Topics <ul style="list-style-type: none">• Product: Concept & Levels• Classification of Products: Consumer and Industrial• Strategies for different types of Consumer Products & Product Differentiation• Product Mix Product Line Decision• Product Life Cycle and various strategies New Product Development: Challenges & Process• Concept of Brand, Brand Positioning & Branding Strategies	25
Module III – Pricing Considerations and Strategies	
Descriptors/Topics <ul style="list-style-type: none">• Introduction to various objectives of pricing• Pricing Process• Adapting the price: Concept of Geographical Pricing, Promotional Pricing, and Discriminatory Pricing.• Understanding various pricing strategies and their application• Pricing for digital platforms	20
Module IV – Distribution and Logistics Decision	

<p>Descriptors/Topics</p> <ul style="list-style-type: none"> • Nature of Marketing Channels • Channel Functions and Flows • Channel Design and Management Decisions • Channel Dynamics • Introduction to Wholesaling, Retailing and Logistics 	<p>15</p>
<p>Module V – Deciding on the Marketing Communications Mix</p>	
<p>Descriptors/Topics</p> <ul style="list-style-type: none"> • The process of deciding the Marketing communication mix • Marketing communication budget • Introduction to various elements of integrated marketing communications: concept and tools of: advertising, public relations, sales promotion, direct marketing, personal selling: concept and process 	<p>15</p>

Pedagogy for Course Delivery:

This course will be taught with the right blend of theoretical concepts and practical applications through case studies, projects and presentations. Students will be encouraged to read business papers and be abreast with business happening so that they can relate to the concepts taught. The course instructor will spend considerable time in developing deep insight to various concepts of Marketing through group discussions and debating sessions. The Last module will be delivered by Industry experts through information sharing on current trends and its importance in different industries.

List of PSDA:

1. Taking example of a company make a note on how a company used Marketing Information System or Marketing Research to generate useful insights about its marketing environment and consumers.
2. You have been hired as a marketing manager of a newly formed company. Highlight the USP of your product and how it is better than competitors. Decide the pricing strategy and also design the branding campaign for your newly launched brand.
3. For the same product, design a channel of distribution and provide reason for choosing the same. Design an advertising campaign to make your product popular amongst the target audience

Mapping Continuous Evaluation components/PSDA with CLOs

Bloom's Level >	Remembering	Understanding	Applying	Analyzing ^{7u}	Evaluating	Creating
Course Learning Outcomes Assessment type/PSDA	CLO1	CLO2	CLO3	CLO4	CLO5	CLO 6
Assessment Component 1	✓	✓				✓
Assessment Component 2			✓	✓	✓	
Assessment Component 3	✓				✓	✓

Lab/ Practical details, if applicable: NA

Assessment/ Examination Scheme:		
Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
40%	NA	60%

Theory Assessment (L&T):					End Term Examination
Components (Drop down)	Continuous Assessment/Internal Assessment				
	Mid Term	Project	Assignment and Presentation	Attendance	
Linkage of PSDA with Internal Assessment Component (PSDA), if any		PSDA1	PSDA2 & PSDA3		
Weightage (%)	10%	10%	15%	5%	60%

Text & References:

- Kotler, Keller, Koshy, Jha, (2009), Marketing Management – A South Asian Perspective(13th Edition), Pearson India Pvt.
- Ramaswamy V S, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan. Rajan
- Saxena, (2010) , Marketing Management, Tata McGraw Hill
- Armstrong , Kotler , Agnihotri , Haque, “*Principles of Marketing South Asian Perspective*”, 13th Edition , Pearson Education. Bains , Fill
- , Page ,Sinha, “*Marketing Asian Edition*”, Ist Edition ,2013, Oxford University Press.