

Basics of Marketing Management

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| Course Title | : | Basics of Marketing Management |
| Course Code | : | |
| Credit Units | : | 4 |

| L | T | P | SW | FW | Total Credits |
|---|---|---|----|----|---------------|
| 2 | 1 | 0 | 2 | 0 | 4 |

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| Course Objective | : | <p>Major objectives of this Course would be to: Marketing and marketing orientations; core concepts Introduce Sales and Marketing concepts, Understand the marketing process. Provide the student with sufficient amount of knowledge to be able to formulate and apply the basic strategies related to the 4 Ps and 7Ps of marketing.</p> |
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| Pre-requisites | : | NA |
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| Student Learning Outcomes (SLO) | : | The student should have: |
| | | 1. Gained an elementary knowledge of concepts Marketing |
| | | 2. Gained an understanding of key Marketing concepts and functions in an organization and its importance for the success of any organization |
| | | 3. Gained an idea on how effective use of marketing can benefit businesses and Real Estate business. |
| | | 4. Gained an understanding of customer expectations and accordingly implement product, pricing, distribution and communication strategies to bear positive results |
| | | 5. Gained an understanding of the role of a Marketing Manager |

Course Content / Syllabus:

| Modules | Weightage (%) |
|---|----------------------|
| 1. Introduction to Marketing Concepts | |
| Evolution of Marketing Marketing Management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept Elements of Marketing Mix The newer definitions of marketing- Societal Marketing and Relationship Marketing. Role of Marketing in the changing business environment Value Chain: Concepts & Elements Delivering | 25% |
| 2. Strategy in Real Estate Marketing | |
| Internal and External Marketing Environment Analysis Introduction to Marketing Information System and Marketing Research SWOT Analysis Introduction to Strategic Planning with marketing perspective Marketing process Marketing Plan | 20% |
| 3. Segmentation, Targeting and Positioning | |
| Concept of Market Segmentation Bases for Segmenting, Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning | 10% |
| 4. Product Strategy and Brand Management | |
| Product: Concept & Levels Classification of Products: Consumer and Industrial Product Mix, Product Line Decision, Product Life Cycle and various strategies New Product Development: Challenges & Process Concept of Brand, Brand Equity, Brand Positioning & Branding Strategies Celebrity Endorsement | 25% |
| 5. Pricing and Distribution Strategies | |
| Pricing Process, Pricing Concepts and strategies. Channel Functions and Flows Channel Design and Management Decisions Channel Dynamics Introduction to Wholesaling, Retailing and Logistics | 20% |

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| Pedagogy for Course Delivery | : | Pedagogy would include classroom lectures, Case Studies, interaction with industry experts, guest lectures, self-work and assignments |
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Assessment / Examination Scheme:

| Theory Lecture / Tutorial (%) | Lab / Practical / Studio (%) |
|-------------------------------|------------------------------|
| 100% | 0% |

Theory Assessment (Lecture & Tutorial):

| Continuous Assessment / Internal Assessment | | | | End Term Examination |
|---|---|------------|------------|----------------------|
| Components | Project / Home Assignment/ Presentation | Class Test | Attendance | 50% |
| Weightage (%) | 30% | 15% | 5% | |

Notional Hours:

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|----------------------|-----------|
| Lecture Contact | 30 |
| Tutorial Contact | 15 |
| Self-Work | 30 |
| Field Work | 00 |
| Assessment | 10 |
| Total Session | 85 |

Text & References:

- Principles of Marketing Management, Kotler, Koshy
- Marketing – A South Asia Perspective by Phillip Kotler, Kevin Keller, Abraham Koshy and Mithileshwar Jha.

Any Other Study Material:

- Case Studies to be shared from time to time during the duration of the course
- Class lecture notes/ presentations.
- Industry magazines
- Industry Journals and Periodicals as available at school database.
- Regular reading of business newspapers for update.