

Sem.	Course Code	CORE PAPER II: MARKETING MANAGEMENT	Total Marks: 100		Hours Per Week	Credit
			CIA: 25	ESE: 75		
I	17PBBCT102				7	4

**Objectives:** To give knowledge on the concepts of Marketing Management.

**Unit I**

Marketing – Definitions - Conceptual Frame Work – Marketing Environment: Internal and External - Marketing Interface with Other Functional Areas – Production, Finance, Human Relations Management, Information System. Marketing in Global Environment – Prospects and Challenges.

**Unit II**

Marketing Strategy - Marketing Strategy Formulations – Key Drivers of Marketing Strategies - Strategies for Industrial Marketing – Consumer Marketing – Services Marketing – Competitor Analysis - Analysis of Consumer and Industrial Markets – Strategic Marketing Mix Components.

**Unit III**

Marketing Mix Decisions - Product Planning and Development – Product Life Cycle – New Product Development and Management – Market Segmentation – Targeting and Positioning – Channel Management – Advertising and sales promotions – Pricing Objectives, Policies and methods.

**Unit IV**

Buyer Behaviour - Understanding Industrial and Individual Buyer Behavior - Influencing Factors – Buyer Behaviour - Models – Online Buyer Behaviour - Building and Measuring Customer Satisfaction – Customer - Relationships Management – Customer Acquisition, Retaining and Defection.

**Unit V**

Marketing Research and Trends in Marketing - Marketing Information System – Research Process – Concepts and applications: Product – Advertising – Promotion – Consumer Behaviour – Retail Research – Customer Driven Organizations - Cause Related Marketing - Online Marketing Trends – Social Marketing **Ethics in Marketing.**

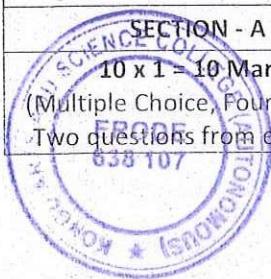
**TEXT BOOK:**

Philip Kotler and Kevin Lane Keller, Marketing Management, PHI, 14<sup>th</sup> Edition, 2012.

**REFERENCE BOOKS:**

1. Gupta C.B., and Rajan Nair .N, Marketing Management – Text and Cases, Sultan Chand & Sons, New Delhi, 2016.
2. Varshney R.L., and Gupta S.L., Marketing Management – Text and Cases, Sultan Chand & Sons, New Delhi, 2005.
3. K.S.Chandrasekar, “Marketing Management”, Tata McGraw Hill, 1<sup>st</sup> Edition, 2010.
4. Paul Baines, Chris Fill and Kelly Page, Marketing, Oxford University Press, 2nd Edition, 2011.
5. Lamb, hair, Sharma, Mc Daniel, Marketing – An Innovative approach to learning and teaching-A south Asian perspective, Cengage Learning, 2012.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit



**Dr. N. RAMAN**  
PRINCIPAL,  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
NANJANAPURAM, ERODE - 638 102

Page 2 of 21  
**HEAD OF THE DEPARTMENT**  
DEPARTMENT OF COMMERCE (CA)  
KONGU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)