

**Course Name: MARKETING MANAGEMENT**

**Course Code:**

**Course Objectives:** Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing Mix' elements and the strategies and principles underlying the modern marketing practices.

**Module I: Marketing Mix**

- Definition Marketing Mix
- Marketing Mix Elements
- 7p's of Marketing Mix
- use the 7 Ps in campaign planning
- Blend of the mix
- Understanding Product Lifecycle
- Boston Matrix

**Module II: Service Marketing**

- Definition of Service and Service Marketing
- Importance of Services for the World Economy
- Characteristics of Services
- 3Ps of Services Marketing Mix
- Problems in Marketing Services
- Qualities of Service
- Service Differentiation
- Managing Service Quality
  - GAP MODEL OF SERVICE QUALITY
  - Determinants of Service Quality
- Importance-Performance Analysis (IPA) Concept
- Employee Satisfaction – Customer Satisfaction
- When customers visit a service establishment
- Desired & adequate service levels of satisfaction
  - Zone of Tolerance
- Service Encounter Themes - Dos and Don'ts
- Understanding complainers and their complains
- Managing Service Productivity

### **Module III: Market Research**

- Definition
- Marketing Research Process
- Marketing Research Problem
- Primary Data vs. Secondary Data
- Data Collection
- Questionnaire Design
- Marketing Intelligence System
- Marketing Information System
  - Characteristics of Marketing Information System
  - Components of Marketing Information System
  - Process of Marketing Information System
  - Importance of Marketing Information System
  - Categories of Marketing Information System
- Understanding a Data Warehouse
- Understanding Web Mining

### **Module IV: Consumer Buying**

- Consumer Buying Behaviour
  - Definition
  - Models of Consumer Behavior
- Consumer Groups
- Characteristics affecting Consumer Behaviour
- Maslow's Theory of Motivation
- Herzberg's two factor Principles
- Buyer decision process

### **Module V: Advertising Management**

- Concept
- Features of Advertising
- Advantages of Advertising
- Benefits of Advertising to Consumers
- Advertising Role in Promotional Mix
- Advertising & Product Positioning
- AIDA Model, Five Stage Model, Six Stage Model, Dagmar Model
- Elements of Effective Advertising
- Functions of Advertising

## **Module VI: Advertising Planning**

- Concept
- Need of Advertising Planning
- Elements of an Advertising Plan
- Difference Between Marketing Strategies & Objectives
- Advertising objectives
- Advertising Strategy
- SWOT Analysis Matrix
- Basic Strategies in Advertising
- Advertising Campaign
  - Types of Advertising Campaign
  - Advertising campaign-planning process
  - Advertising Campaign Outline