**Marketing Management**

**Course Overview**

The course focuses at the marketing decision making strategies with emphasis on marketing planning and business development, marketing mix, value chain, brand management, marketing intelligence, international marketing strategy, strategic relationship management, value-added diversified offerings and strategic marketing communications. The aim is to provide students with an opportunity to explore the future directions in the field of marketing management by integrating the marketing strategy and organizational benchmarks. The course will introduce the core principles and concepts specific to the marketing management and highlight the importance of strategic decision making at every stage of marketing by exploring businesses in a variety of industries.

**Course Objectives**

* To let students understand key principles and terms associated with marketing management.
* To provide students with an opportunity to recognize, distinguish and critically analyze the

theoretical and practical rationales underpinning marketing management perspectives

* To explain the components of strategy development & implementation for marketing efficiency

**Teaching Methodology**

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| * Case Studies | * Group Discussions | * Business Games |
| * Research Projects | * In-class Exercises | * Team Presentations |
| * Assignments | * Quizzes | * Class Participation |

**Allocation of Marks**

Mid Terms: 35 %

Finals: 40 %

Assignments: 20 % (4 assignments, 5 % each) – Group Based

Quizzes: 5 % (2 quizzes, 2.5% each) 1 before the midterm exams, 1 before the final exams

**Reading Material**

**Reading Package**: Available from the class coordinator

Text:

**Kotler Philip** & **Keller K.** *“Marketing Management”*, Prentice HAll 14th Ed.

Reference:

**Vincze** & **Anderson**, *“Strategic Marketing Management”*, Houghton 3rd Ed.

**The Lecture Plan**

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| **Class No.** | **Description** | **Tasks** |
| 1. | * Marketing Management: Overview | Teams Formulation |
| 2. | * Marketing Management Concepts | **Reading Package p 1-4** |
| 3. | * Stakeholders in Marketing related ventures | **Reading Package p 5** |
| 4. | * Marketing and Management Interaction & Coordination | **Reading Package p 6** |
| 5. | * Industry Analysis | **Reading Package p 7** |
| **6**. | * **1st Assign: Marketing of an Academic Institution** | **Write up & Presentation** |
| 7. | * Competitive Strategies | **Reading Package p 8** |
| 8. | * Communication Strategies | **Reading Package p 10-11** |
| 9. | * Consumer Buying Behavior | **Reading Package p 12-13** |
| 10. | * Product Development Strategies | **Reading Package p 14** |
| 11. | * Services Marketing | **Reading Package p 15** |
| **12**. | * **2ndAssign: Market Niche Development** | **Reading Package p 9**  **Write up & Presentation** |
| 13. | * Strategic Branding Decisions | **Reading Package p 16-18** |
| 14. | * Pricing Decisions | **Reading Package p 19-20**  **QUIZ 1** |
| **15**. | * **Mid Term Examinations** |  |
| 16. | * Exam Results & Marketing Strategies for future learning |  |
| 17. | * The Channels of Distribution | **Reading Package p 21-22** |
| **18**. | * **3rdAssign: Marketing of Al-Khalid Tank** | **Write up & Presentation** |
| 19. | * Value Chain Decisions | **Reading Package p 23** |
| 20. | * IMC Strategies | **Reading Package p 24-27** |
| 21. | * The Marketing Plan | **Reading Package p 28** |
| 22. | * CRM Strategies | **Reading Package p 29** |
| 23. | * Industrial Marketing | **Reading Package p 30-33** |
| **24**. | * **4thAssign:The Fame Game: Celebrity Endorsements** | **Reading Package p 38-49**  **Write up & Presentation** |
| 25. | * Personal Selling | **Reading Package p 34** |
| 26. | * NGO Marketing | **Reading Package p 35-36** |
| 27. | * Sales Force Mgmt.: Introduction | **Reading Package p 37** |
| 28. | * Future Directions in Marketing Management |  |
| 29. | * Course Conclusions & Revision | **QUIZ 2** |
| **30**. | * **The Final Examinations** |  |
| 31. | * The Paper Show |  |