



Program	Master of Business Administration (MBA)	Semester - 2
Type of Course	-	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Basics of Marketing Management Definition, Scope, Core Concepts, Tasks, Basic 4 P's of Marketing Mix & Updated P's of Marketing Mix, Company's Orientation towards Marketplace, Marketing as a value delivery process & Value Chain, Introduction to Marketing Analytics, Content of a Marketing Plan, Capturing Marketing Insights, Analyzing the macro-environment, Creating Customer Value: Customer Perceived value, Cultivating Customer Relationship, Understanding Consumers' Markets, Factors affecting consumer buying Behaviour, Key Psychological Processes, Consumer Buying Decision Process, Understanding Business Markets, Business v/s consumer markets, Buying Situations, Participants Process	15	25
2	Segmentation, Targeting and Positioning (STP) Segmentation: Bases of Segmenting Consumer Markets and Business Markets Targeting: Meaning, effective segmentation criteria, evaluating and selecting the market segments, Positioning: Developing and establishing Brand Positioning, Differentiation strategies, Dealing with Competition Competitive Strategies –Leaders, Challengers, Followers, Nichers, Product Life Cycle (PLC) Strategies, Developing Product Strategy, Product characteristics and Classification, Product hierarchy, Product system and mix, Product Line and Length decisions, Packaging, Labeling and Warranties	15	25
3	New Product Development: Process & Challenges Brand Management: Brand Equity, Brand Equity Models – CBBE. Devising Branding Strategies, Branding decisions, Co-branding and ingredient branding, Brand extensions, Developing Services, Definition, categories, Distinctive Characteristics, Service Differentiation, Pricing Decisions, Consumer Psychology and Pricing, Setting up the price, Price Adaptation and Strategies, Usage of Technology in Marketing	15	25
4	Managing Distribution Channels Marketing Channels Role, Importance, Design & Management Decisions, Channel Integration and Systems Retailing, Wholesaling and Logistics Management, Managing Marketing Communications, Role of Marketing Communication, Developing Effective Communication, Managing IMC, Managing Mass Communications Advertising: 5 M's, Sales Promotions: Major sales promotion tools, objectives & sponsorship	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy				
Level	Remembrance	Understanding	Application	Create
Weightage	25	25	25	25

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcomes

At the end of this course, students will be able to:

CO1	Comprehensive Understanding of Marketing Fundamentals
CO2	Ability to Capture Marketing Insights and Create Customer Value
CO3	Proficiency in Segmentation, Targeting, and Positioning (STP)
CO4	Application of Advanced Marketing Strategies and Communication

CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	3	2	3
PO - 2	2	3	3	3
PO - 3	1	1	1	2
PO - 4	2	2	2	2
PO - 5	2	2	2	3

Reference Books

1.	Marketing Management (TextBook) By Philip Kotler & Kevin Lane Keller Pearson Publication Latest Edition
2.	Principles of Marketing – A South Asian Perspective By Lamb, Hair, Sharma & McDaniel Cengage Learning Latest Edition
3.	Fundamentals of Marketing By Stanton, Etzel & Walker McGraw Hill Latest Edition
4.	Marketing Management – A South Asian Perspective By Kotler, Keller, Koshy and Jha Pearson Publication Latest Edition
5.	Marketing Management By Arunkumar and Meenakshi Vikas Publishing Latest Edition