

Course Code	Course Title	L	T	P	C
OLMBA507	Marketing Management	3	1	0	4
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives:					
1. Familiarize the students with the new realities of marketing. 2. Understand the marketing strategies and plans to build customer value. 3. Introduce the concept of Marketing Mix as a framework for Marketing Decisionmaking. 4. Identify the Market segments and Market targets.					
Course Outcomes:					
1. Comprehend the Marketing environment and the new Marketing realities. 2. Analyze Marketing Strategies and Plans that will help to forecast the demand as well as assess the growth opportunities of an organization through customer value. 3. Describe the elements of the Marketing mix to reach the business objectives. 4. Identifying the basis of segmenting consumer markets as well as evaluating andselecting the target markets.					
Module:1	Introduction to Marketing				
Defining Marketing - Core concepts of Marketing – Need – Want – Markets - Product vs Services - Evolution of Marketing Concept - Marketing Planning Process - Scanning the Environment - Importance of Marketing.					
Module:2	Understanding the Consumer Behaviour				
Consumer Behaviour- Consumer buying process model- Factors influencing consumer behaviour- The Buying Decision Process- The Five Stage Model- Other Theories of Consumer Decision Making- Value creation to consumer- Customer satisfaction - Customer Delight.					
Module:3	Scanning the Marketing Environment				
Demand - Demand Forecasting Techniques – Segmentation: Procedures and Benefits - Niche Market – Targeting - Positioning: Meaning and strategies - Strategic Planning Process– PESTEL - Competition Analysis - SWOT Analysis.					
Module:4	New Market Offerings and Information System				
Meaning of New product - Stages in New Product Development - Product Life Cycle Stages- Managing product life cycle - Role of Marketing Information - System in ManagerialDecision-Making Process.					
Module:5	Conducting Marketing Research				
The Scope of Marketing Research - Importance of Marketing Insights - Overcoming Barriers to the Use of Marketing Research - The Marketing Research Process - Develop the Research Plan - Measuring Marketing Productivity - Marketing Metrics - Mix Modelling - Marketing Dashboards.					
Module:6	Industrial Buyer Behaviour				
Concept of Buying Centre - Industrial buying process model - Influence of Economic and Behavioural Factors - Influence of Procurement Organization - Role of Negotiation Process.					
Module:7	Managing Digital Communications: Online, Social media, and Mobile Marketing				

Online Marketing - Advantages and Disadvantages of Online Marketing Communications, social media marketing - Social Media Platforms - Word of Mouth - Creating Word-of-Mouth Buzz - Mobile Marketing - The Scope of Mobile Marketing.			
		Total Hours of Study:	120 Hrs.
Text Book(s)			
1.	Kotler, P., Keller, K. L., (2016), Marketing Management, 15 th Edition, Global Edition		
2.	Hair, J. F., Lamb, C. W., McDaniel, C. (2020), MKTG, United States: Cengage Learning.		
3.	Ramaswamy V.S and Namakumari S. (2019) Marketing Management, 3rd Edition, Macmillan, New Delhi.		
Reference Books			
1.	Hartley, S. W., Kerin, R. A. (2021), Marketing, 15 th Edition, United States: McGraw-Hill Education		
2.	Harris, L. C., He, H., Armstrong, G., Piercy, N., Kotler, P. T. (2019), Principles of Marketing 8 th Edition, United Kingdom: Pearson Education.		
3.	Martin, J., Blythe, J. (2019), Essentials of Marketing, 7 th Edition,		United Kingdom: Pearson.
4.	Hollensen, S. (2020), Global Marketing, 8 th Edition, Netherlands: Pearson.		
5.	Rosengren, S., Antonetti, P., Fill, C., Baines, P. (2019), Marketing, 5 th Edition, United Kingdom: Oxford University Press.		
Mode of Evaluation: Quiz/ Assignment/CAT/FAT			
Recommended by Board of Studies		02-11-2023	
Approved by Academic Council		No. 72	Date: 13-12-2023