

MARKETING MANAGEMENT

Course Objectives:

This course is comprised of marketing insights which can be effectively used by business organizations at managerial levels in order to improve their firms' marketing performance and profitability.

-) Students should be able to establish links between the basic marketing principles and the marketing practices on ground as there exists a significant gap in this academic area.

Course Contents:

-) Market Orientation and performance
-) Customer focus and managing customer loyalty
-) Marketing Performance and marketing profitability
-) Market Analysis
-) Market potential, Market demand, and Market share
-) The customer experience and value creation
-) Market segmentation and segmentation strategies
-) Competitor analysis and source of advantage
-) Marketing mix strategies
-) Product positioning, Branding and product line strategies
-) Value based pricing and pricing strategies
-) Marketing channels and channel mapping
-) Marketing communications and customer response
-) Strategic Marketing
-) Portfolio analysis and strategic market planning
-) Offensive strategies
-) Defensive Strategies
-) Marketing plans and performance
-) Building a marketing plan
-) Performance Metrics and strategy implementation
-) Market based management and financial performance

Reference books

-) Market based management by Roger J Best, 5th Edition, April 2008
-) Marketing management by Philip kottler, Sep 2011