

## **MKT 630: Marketing Management**

In this course, students will develop a critical appreciation of the basic concepts and techniques of marketing management and strategy with an emphasis on creating customer value and building customer relationships. The course develops concepts and skills necessary for marketing decision-making and illustrates how various decision-making tools apply to actual business situations. The goal of this course is to develop a disciplined process for addressing marketing issues and problems in a variety of settings, and to give students the tools and background necessary to think through marketing problems. Through the use of a marketing plan project, students are encouraged to apply the concepts and generalizations to a real life product or service. The project gives students the opportunity to learn business researching skills and its presentation.

### **Course Contents:**

- Marketing – An overview: Definitions; Evolution of marketing management concept; Social responsibility; Basic functions of marketing & importance and scope of marketing
- The marketing environment analysis: An organization's external microenvironment and macro environment; Organization's internal environment
- Marketing information systems: Concept and components of marketing information systems; MKIS; MRS; Analytical marketing system; Marketing decision support system
- Consumer markets and consumer behavior analysis: Demographic dimensions of consumer market; Behavioral dimensions of consumer market
- Buyer behavior: objectives & structure
- STP Marketing: An overview of marketing opportunities and target markets; Market segmentation concept, patterns & procedure
- Product marketing strategies: Basic concepts of product planning; The product life cycle: Stages and marketing strategies; New product planning and development; Product-mix strategies; branding; Packaging and labeling
- Pricing strategies and policies: Procedure for price setting; Methods of setting prices
- Marketing channel systems: The nature of marketing channels; Various marketing channel systems; Channel – design decisions; Channel – management decisions; Channel dynamics
- Promotion strategies: Meaning and importance of promotion; Communication and promotion mix strategy; Effective advertising programs; Sales promotion and public relations programs; The strategic personal selling process; Strategic sales-force management

### **Text Books:**

- Marketing Management, Analysis, Planning, Control : Philip Kotler
- Marketing Management: A Comprehensive Reader : Jegdesh Sheth and Dennis E. Garrett
- Managerial Approach: E. Jerome McCarthy & William. D. Pareanath, Basic Marketing