Subject: Marketing

Syllabus for MBA (One Year)

Effective from the Session: 2017 – 2018

Name of courses and marks distribution

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Total Marks</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Mkt-5001</td>
<td>Marketing Management in Practice</td>
<td>100</td>
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<tr>
<td>Mkt-5002</td>
<td>Strategic Marketing</td>
<td>100</td>
<td>4</td>
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<tr>
<td>Mkt-5003</td>
<td>Business Marketing</td>
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<td>Mkt-5004</td>
<td>E-Marketing</td>
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<td>Mkt-5005</td>
<td>Global Marketing</td>
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<tr>
<td>Mkt-5006</td>
<td>Integrated Marketing Communications</td>
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<td>Mkt-5007</td>
<td>Advanced Marketing Research</td>
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<td>Viva-Voce</td>
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<td>Term-Paper (Report Formation - 50%</td>
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<td>and Viva-Voce – 50%)</td>
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Course Code: 5001  Marks: 100  Credits: 4  Class Hours: 60
Course Title: Marketing Management

1. **Defining Marketing for the 21st Century:** The Importance of Marketing– The Scope of Marketing– Company Orientations Toward the Marketplace– Fundamental Marketing Concepts, Trends, and Tasks–

2. **Developing Marketing Strategies and Plans:** Marketing and Customer Value– Corporate and Division Strategic Planning– Business Unit Strategic Planning– Product Planning: The Nature and Contents of a Marketing–

3. **Creating Customer Value, Satisfaction, and Loyalty:** Maximizing Customer Lifetime Value– Cultivating Customer Relationships– Customer Databases and Database Marketing


5. **Creating Brand Equity:** What is Brand Equity?– Building Brand Equity– Managing Brand Equity– Devising a Branding Strategy–

6. **Crafting the Brand Positioning:** Developing and Communicating a Positioning Strategy– Differentiation Strategies– Product Life-cycle Marketing Strategies– Market Evolution–

7. **Dealing with Competition:** Competitive Forces– Analyzing Competitors– Commutative Strategies for Market Leaders– Other Competitive Strategies– Balancing Customer and Competitor Orientations–


10. **Developing Pricing Strategies and Programs:** Understating Pricing– Setting the Price– Adapting the Price– Initiating and Responding to Price Changes–


12. **Designing and Managing Integrated Marketing Communication:** The Role of Marketing Communications– Developing Effective Communications– Deciding on the Marketing Communications Mix– Managing the Integrated Marketing Communications–


15. **Some Selected Cases**--

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<thead>
<tr>
<th>Course Code: 5002</th>
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<tr>
<td>Course Title:</td>
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<td>Strategic Marketing</td>
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7. **Distribution strategy**: Strategic Role of Distribution—Channel of Distribution strategy—Managing the Channel—International Channels—strategic Trends in Distribution—

8. **Pricing Strategy**: Strategic Role of Price—Analyzing the Pricing Situations—Selecting the Pricing strategy—Determining Specific Prices and Policies—


10. **Designing Effective Marketing Organization**: Considerations in Organization Design—Organizational Design Options—Selecting an Organization design—Global Dimension of Organizations—


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<td>Business Marketing</td>
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**Introduction to Business Marketing.** The Importance of Business Marketing—How Business Marketing is Unique—Business Markets—The Entire System—


**The Purchasing Function.** The Importance of Purchasing—Purchasing Philosophy—Supplier Evaluation—Trends in Purchasing—Purchasing in Government—Ethics in Purchasing—

**Organizational Buyer Behaviour.** Theories in Use—People Make the Decisions—Reward-Measurement Theory—Behavior Choice Theory—Role Theory—Buying Determinats Theory—


**Marketing Strategy.** Why a Strategy?—Elements of Business Strategy—Developing Strategy—Understanding Competitive Pressures—Strategic Implications of the Five Competitive Forces—The Organizational Context for Competing—Organizational Learning and Memory—


IMC:The One-to-One Media. Direct Marketing– Lists– One-to-One Marketing Programs– World-class Marketing on the WWW–


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<td>E-Marketing</td>
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**Technology:** The Marriage of Marketing & Technology– Product Technologies– Price Technologies– Distribution Technologies– Relationship Marketing Technologies–

**Ethical and Legal:** Ethics and Legal Issues– Privacy– Digital Property– Online Expression– Conclusion–

**Marketing Knowledge:** Data Drives Strategy– Marketing Knowledge Management– Other Technology-Enabled Approaches– Real-Space Approaches– Marketing Databases and Data Warehouses– Data Analysis and Distribution– Knowledge Management Metrics–

**Customer Characteristics and Behavior:** Consumers in the 21st Century– The Numbers– Inside the Internet Exchange Process–

**Targeting Market Segments and Communities:** Segmentation and Targeting Overview– Market Segmentation Bases and Variables– Targeting Online Customers– Targeting Communities on the Internet–


**Pricing:** The Internet Changes Pricing Strategies– Buyer and Seller Perspectives– Pricing Strategies–

**Distribution:** Distribution Channel Overview– Types of Intermediaries– Distribution Channel Length and Functions– Channel Management and Power– Classifying Online Channel Members– Distribution Channel Metrics–


**Country Profiles from the Six Continents:** Australia– United State of America– Germany– Turkey– Chile– Egypt– People’s Republic of China– India– Thailand– Bangladesh–


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<tr>
<td>Course Title:</td>
<td>Global Marketing</td>
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**Introduction and Overview:** Introduction to Global Marketing

**The Global Marketing Environment:** The global economic environment, Social and Cultural Environment, The political, Legal, and Regulatory Environments of Global Marketing
Analyzing and Targeting Global Market Opportunities: Global Customers, Global Marketing Information Systems and Research, Segmentation, Targeting and Positioning

Global Marketing Strategy: Entry and Expansion Strategies: Marketing and Sourcing, Cooperative Strategies and Global Strategic Partnerships, Competitive Analysis and Strategy

Creating Global Marketing Programs: Product Decisions, Pricing Decisions, Global Marketing Channels and Physical Distribution, Global Advertising, Global Promotion, Global e-marketing

Managing the Global Marketing Program: Leading, Organizing, and Monitoring the Global Marketing Effort, The Future of Global Marketing


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<th>Course Code: 5006</th>
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<tr>
<td>Course Title:</td>
<td>Integrated Marketing Communications</td>
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1. **Integrated Marketing Communications (IMC):** Communication and IMC Programs– The Communication Process–Barriers to Communication–Integrated Marketing Communication–


5. **Advertising Management:** Role of Advertisement in the IMC Process–Company Activities in Advertising MGT–Communication and Advertising Objectives–


8. **Trade Promotion:** Nature of Trade Promotion–Types of Trade Promotions–Objectives of Trade Promotions–

9. **Consumer Promotions:** Coupons– Premiums–Bonus Packs–Price Off–


Text Book: Integrated Advertising, Promotion and Marketing Communications (3rd Edition)– Kenneth E. Clow, Donald Baack

Introduction to Marketing Research. The Nature of Marketing Research– A Classification of Marketing Research– The Role of Marketing Research in MIS and DSS– Marketing Research Suppliers– Selecting a Research Supplier– Marketing Research Process–


Interval Approach– Multiple Characteristics and Parameters– Adjusting the Statistically Determined Sample Size–


**Data Preparation.** The Data Preparation Process– Questionnaire Checking– Editing– Coding Transcribing– Data Cleaning– Statistically Adjusting the Data– Selecting a Data Analysis Strategy–


**Correlation and Regression.** Product Moment Correlation– Partial Correlation– Nonmetric Correlation– Regression Analysis– Bivariate Regression–


**International Marketing Research.** Marketing Research in International Context– A Framework for International Marketing Research–

**Ethics in Marketing Research.** Importance of Ethics in Marketing Research– Stakeholders in Marketing Research– Guidelines for Ethical Decision Making– An Ethical Framework– Ethics and the Marketing Research– Process–

**Selected Cases** As Determined by the Instructor.

**Text Book:** *Marketing Research*, Naresh K. Malhotra, Prentice Hall Inc.