

3. MARKETING MANAGEMENT - [CC110] :

Objective : This course develops the student's basic analytical skills, conceptual abilities, and substantive knowledge in marketing through exercise in decision making in a variety of real-life marketing situations. It is intended to be a foundation for those who plan to do further work in marketing in the second year. It is also designed to serve as a terminal course for those not intending to specialise in marketing.

Content : Understanding marketing management : Assessing market critical role in organisational framework, building customer satisfaction through quality, service, and value, winning markets through market oriented strategic planning, Analysing market opportunities : meaning marketing information and measuring market demand, scanning the market environment, analysing consumer markets and buying behaviour, analysing business market and business buying behaviour, analysing industries and competitors, identifying market segments and selecting target markets Developing marketing strategies : differentiating and positioning the market offering, developing new products, managing life-cycle strategies, designing marketing strategies for market leader, challengers, followers and nichers, Designing and managing global marketing strategies, Planning marketing programs : managing product lines, brands and packaging, managing service businesses and product support services, designing pricing strategies and programs, selecting and managing marketing channels, managing retailing, wholesaling, and market logistics, designing and managing integrated marketing communications, managing advertising, sales promotion and public relations, managing sales force, managing direct and online marketing, Managing the marketing effort : organising, implementing, evaluating and controlling marketing activities. Students' Seminar on Contemporary Issue in Marketing Management.