

Programme Name	Master of Commerce
Semester	Second
Paper No	2.2
Course Code	
Course Name	Marketing Management
Course Type	Core
Effective from	DECEMBER 2011
Objective	To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

Unit No.	Topic No.	Content	Hrs.	Marks W + %	Credit
1	A	Introduction Concept, nature, scope and importance of marketing concept and its Evaluation, Marketing Mix, Strategic Marketing Planning- an overview.	08	13	0.5
	B	Market analysis and selection Marketing environment- macro and macro components and their impact on Marketing decisions; Market segmentation and positioning; Buyer behavior; Consumer various organizational buyers; Consumer decisions-making process.	07	12	0.5
2	A	Pricing- decision Factor affecting price determination; Pricing Policies and Strategies; Discounts and rebates.	08	13	0.5
	B	Distribution channels and physical distribution decisions Nature Functions, Types of distribution channel; distribution Channel Intermediaries; channel Management decisions; Retailing and wholesaling.	07	12	0.5
3	A	Promotion decisions Communication Process; Promotion mix -advertising, personal selling, sales-promotion, publicity and public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales promotion-tools and techniques.	08	13	0.5
	B	Marketing research Meaning and scope of marketing research; Marketing research process.	07	12	0.5

4	A	Marketing organisation and control Marketing Organization and control-organizing and controlling operations	08	13	0.5
	B	Issues and developments in marketing Social, ethical and legal aspects of Marketing; Marketing of services; International Marketing; Green marketing; Cyber Marketing; Relationship Marketing and other developments in Marketing.	07	12	0.5