

COC203 Marketing Management [4 Credits]

Learning Objective: Discuss marketing basic and International marketing perceptives and throw light on the tools and techniques used for marketing research which facilitates managerial decision-making.

UNIT 1: Introduction to Marketing (10 Hours)

Introduction to Marketing – Difference between Marketing and Sales – Marketing Environment – Market Analysis – Segmentation and Targeting – Positioning. Difference between goods and services marketing, Industrial Marketing. Fundamental of Marketing (4P's and 7P's), Product Life Cycle (PLC), New Product development

UNIT 2: Consumer Behaviour (10 Hours)

Introduction to consumer behaviour – Definition of consumer behaviour - Applications of consumer behaviour - Consumer modeling – Classical (Marshallian Economic Motivation Model / Pavlovian Learning Model / Freudian Psychoanalytic motivations Model / Veblenian social-Psychological Factors Model / Hobbesian organisational Factors Model) and Contemporary (Philip Kotler / Nicosia / Howard Seth) Consumer Behaviour Models
Consumer decision making process - Consumption and post purchase behaviour - Consumer satisfaction concept - consumer delight - Consumer Value - Consumer Value Delivery Strategies - Competitive advantage through customer value Information – Customer value determination process - Measuring customer satisfaction.

UNIT 3: International Marketing (10 Hours)

Introduction to International Marketing – Nature, significance, important, and scope – International Marketing Vs domestic Marketing – Advantages and disadvantages of International marketing - Transition from domestic to transnational marketing - International Marketing Environment (Internal / External) – Major Decisions in International Marketing - Impact of environment on international marketing decisions.
International market entry strategies - Foreign Market Selection - Selection of foreign markets - International positioning - Product Decisions - Pricing Decisions - Promotion Decisions - Distribution Channels and Logistics - Functions and types of channels - Channel selection Decision..

UNIT 4: Marketing Research (10 Hours)

Definition, Scope, Significance, Limitations - Types of marketing research - various sources of market Information – Methods of collecting Market Information – Primary and Secondary data – Sampling - Probability and Non Probability Sampling methods - Sample Design - Questionnaire design (linking objectives with relevant categories of questions and corresponding data analysis tools / techniques) - Scaling Techniques (Nominal, Ordinal, Interval, Ratio, Perceptual Map, Semantic Differential, Likert, and Rating & Ranking Scales).

UNIT 5: Application of Marketing Research (20 Hours)

Concept testing - Brand Equity Research - Brand name testing - Commercial eye tracking – Package designs - Positioning research - Pricing Research - Shop and retail audits - Advertising Research – Copy Testing - Readership surveys and viewer ship surveys - Ad tracking - viral marketing research – Uni / Bi / Multi Variate Data Analysis using - Cross Tab / Correlation and Regression / Factor Analysis / Cluster Analysis / Conjoint analysis / Discriminant analysis / Multidimensional scaling.

Suggested Readings:

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileswar Jha, Marketing Management: A South Asian Perspective, 14/e,
2. Rama Bijapurkar, A Never - Before World : Tracking the Evolution of Consumer India, Penguin Publication, 2012
3. Rajendra Nargunkar, Marketing Research 3E- Tata McGraw-Hill Education, 2008
4. Beri G C, Marketing Research 5th Edition Tata McGraw-Hill Education, 2009
5. Satyabhushan Dash, Naresh K. Malhotra, Marketing Research : An Applied Orientation 6th Edition, Pearson Education Singapore Pte Ltd, 2006
6. K. Nirmala, Anil Kumar, H.R Appannaiah, P.N. Reddy Services Marketing Published by Himalaya Publishing House (2000)
7. David A. Aaker V. Kumar George S. Day Robert P. Leone, Marketing Research 10th Edition 10th Edition, Wiley India Pvt Ltd

