



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Commerce
Semester-1(M.Com)

Subject:Marketing Management - MCOXX11503

Type of course: Major

Prerequisite:

- Students should have a foundational understanding of basic marketing concepts, market analysis, consumer behavior, marketing mix elements, and marketing communication.
- Prior exposure to business and management concepts is beneficial to grasp marketing's role in achieving organizational objectives.
- Knowledge of strategic planning is advantageous as it forms the basis for understanding strategic marketing planning. Familiarity with digital marketing and e-commerce is also helpful given their relevance in today's business landscape.

Rationale:

The "Marketing Management" syllabus aims to equip students with comprehensive knowledge and practical skills necessary to excel in the dynamic and competitive marketing industry. It emphasizes the importance of strategic planning, execution, and adaptability to meet evolving consumer demands and market trends. By providing a strong foundation in marketing principles and practices, the syllabus prepares students to address contemporary challenges in marketing and become adept professionals sought after by businesses.

Teaching and Examination Scheme:

Teaching Scheme			Credits C	Examination Marks					Total Marks
CI	T	P		Theory Marks		Practical Marks		CA	
				ESE	MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

Legends: CI-ClassRoom Instructions; T - Tutorial; P - Practical; C -- Credit; ESE - End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA- Active Learning Activities.



Continuous Assessment:

(For each activity maximum-minimum range is 5 to 10 marks)

Sr. No	Active Learning Activities	Marks
01	Marketing Case Study Analysis: Faculty will divide the students into groups and provide them with real-world marketing case studies student have to upload it on Moodle.	10
02	Marketing Campaign Design: Students are divided into groups, assigned a hypothetical product or service, and tasked with creating a comprehensive marketing campaign, incorporating market analysis, marketing mix, budgeting, and promotional tactics, with remote presentations to simulate real-world scenarios and upload it on Moodle.	10
03	Brand Audit: Students will select a well-known brand and conduct a brand audit. They evaluate the brand's positioning, messaging, and visual identity. Afterward, they suggest potential improvements to strengthen the brand's marketing strategy and upload it on Moodle.	10
04	Social Media Strategy Analysis: Students will analyze social media strategies of different companies, evaluate engagement, content effectiveness, and target audience alignment, and suggest modifications to enhance the campaigns' impact and upload it on Moodle.	10
05	Student choice activity In this activity student can choose any activity on the basis on their own choice which relevant to subject and upload it on Moodle.	10
Total		50



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	<ul style="list-style-type: none"> ❖ Marketing Management: An Introduction ➤ Understanding Marketing Management: Definition and scope, Evolution of marketing, process and functions ➤ Market Analysis: Market segmentation, targeting, and positioning, Consumer behavior and decision-making process, Competitor analysis and market research ➤ Marketing Mix: Product strategy and new product development, Pricing strategies and tactics, Distribution channels and retail management ➤ Marketing Communication: Integrated marketing communication (IMC), Advertising and sales promotion, Personal selling and public relations 	15	25
2	<ul style="list-style-type: none"> ❖ Strategic Marketing Planning: ➤ Marketing Planning Process: Situational analysis and SWOT analysis, Setting marketing objectives and goals, Formulating marketing strategies ➤ Digital Marketing and E-commerce: Online consumer behavior and trends, Digital marketing channels (SEO, SEM, social media, etc.), E-commerce strategies and online customer experience ➤ Brand Management: Brand equity and brand positioning, Building and maintaining strong brands. Brand extensions and brand loyalty 	15	25
3	<ul style="list-style-type: none"> ❖ Marketing Implementation and Execution: ➤ Marketing Organization and Structure: Organizational structures for marketing departments. Marketing roles and responsibilities, Cross-functional collaboration in marketing ➤ Marketing Implementation: Developing marketing action plans, Execution of marketing strategies and tactics, Monitoring and controlling marketing activities ➤ Customer Relationship Management (CRM): Importance of CRM in marketing, Customer retention and loyalty programs, CRM tools and 	15	25



	technologies		
4	<ul style="list-style-type: none"> ❖ Contemporary Issues in Marketing: ➤ Global Marketing: International marketing strategies and entry modes, Cultural considerations and global market research, Managing global marketing challenges ➤ Marketing in the Digital Age: Artificial Intelligence (AI) and machine learning in marketing, Virtual and augmented reality marketing, Mobile marketing ➤ Marketing Trends and Future Outlook: Emerging trends in marketing, Predictions for the future of marketing, adapting to changing marketing landscapes 	15	25

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	35%	40%	25%	-	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course the students should be able to:	
CO1	Apply the three steps of target marketing: market segmentation, target marketing, and market positioning for a given product to the student.
CO2	Develop a suitable marketing mix for a given marketing objective of a company.
CO3	Recommend a suitable pricing strategy for various stages in the life cycle of the product.
CO4	Evaluate different distribution channel options and their suitability for the company's product for a given company.
CO5	Develop a suitable promotion mix for the product for a given promotional objective of a company.



Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

- [1] "Principles of Marketing" by Philip Kotler and Gary Armstrong
- [2] "Strategic Marketing Management: Planning, Implementation, and Control" by Alexander Chernev
- [3] "Marketing Management" by Kevin Lane Keller and Philip Kotler
- [4] "Marketing Management" by Ramaswamy and Namakumari

