

MS-205: MARKETING MANAGEMENT

Objectives

The purpose of this course is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

Course Contents

1. Nature and scope of marketing, Corporate orientations towards the market place, The Marketing environment and Environment scanning, Marketing information system and Marketing research, Understanding consumer and Industrial markets.
2. Market segmentation, Targeting and positioning; Product decisions - product mix, product life cycle.
3. New product development, branding and packaging decisions, Pricing methods and strategies.
4. Promotion decisions promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - selection, co-operation and conflict management, vertical marketing *Implementation and* systems, Organizing and implementing marketing in the Organization.
5. Evaluation and control of marketing efforts; New issues in marketing - Globalization, Consumerism, Green marketing, Legal issues.

Suggested Readings

1. *Enis, B M. Marketing Classics: A Selection of Influential Articles. New York, McGraw Hill, 1991.*
2. *Kotler, Philip and Armstrong, G. Principles of Marketing. New Delhi, Prentice Hall of India, 1997.*
3. *Kotler, Philip. Marketing Management: Analysis, Planning, Implementation and Control. New Delhi, Prentice Hall of India, 1994.*
4. *Ramaswamy, V S and Namakumari, S. Marketing Management: Planning, Control. New Delhi, MacMillan, 1990.*
5. *Stanton, William, J. Fundamentals of Marketing. New York, McGraw Hill, 1994.*
6. *Neelamegham, S. Marketing In India: Cases and Readings. New Delhi, Vikas, 1988.*

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.