

## CP-106 : MARKETING MANAGEMENT

### Objectives

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

### Course Contents

Nature and scope of marketing, Corporate orientations towards the marketplace, The Marketing environment and Environment scanning, Marketing information system and Marketing research, Understanding consumer and Industrial markets.

Market segmentation, Targeting and positioning; Product decisions - product mix, product life cycle, new product development, branding and packaging decisions, Pricing methods and strategies, Promotion decisions promotion mix, advertising, sales promotion, publicity and personal selling; Channel management - selection, co-operation and conflict management, vertical marketing, *Implementation and systems.*

Services Marketing : The emergence of service, The service consumer behaviour, Service positioning and targeting, Service quality, Promoting the service, Relationship Marketing, Services marketing in India.

### 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.
7. Lovelock, Christopher H. *Services Marketing* Prentice Hall.

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