COC203   Marketing Management [4 Credits]

Learning Objective: Discuss marketing basic and International marketing perceptive 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),PLC,New

Product development

UNIT 2:Consumer Behaviour

(10 Hours)

Introduction to consumer behaviour –Definition of consumer behaviour .Applications of consumer

behaviour. Consumer modelling-Economic model-psychoanalytical model – sociological model- Howard Seth model-Nicosia model. External influences-Culture-subculture-social class-family lifecycle stages and its Marketing implications. Individual determinants-Perception (factors in perception), Personality, Self concept.

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 and significance. Complexities in international marketing.

Transition from domestic to transnational marketing. International Marketing

Environment: Internal environment; External environment- 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, Obstacles in acceptance. Types of marketing research various

sources of market Information-– Methods of collecting Market Information – sources – Primary and Secondary data. Sampling, Scaling Techniques. Probability and Non Probability Sampling, Sampling methods, Sample Design. Questionnaire design and drafting. Scaling techniques like 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, Conjoint analysis, Multidimensional scaling - positioning research, Pricing Research, Shop and retail audits, Advertising Research – Copy Testing,

Readership surveys and viewer ship surveys, Ad tracking, viral marketing research. Data Analysis –, Correlation and Regression – Discriminant Analysis – Factor Analysis – Cluster Analysis (segmentation) – Conjoint Analysis for

product design

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,Penguine 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