

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
 MASTER IN BUSINESS ADMINISTRATION (MBA), SYLLABUS 2072 (2016)

Course Title		Marketing Management
Course Code Number		MGT 521
Credit Hours		03
Year: I		Semester: II
Course Objectives:		
Main Objective		This course includes strategic analysis of firm's activities from marketer's point of view. This course explains the how paradigm of marketing mix is shifting from 4 C's to 4 V's which will help student to understand the dynamics of Marketing Strategy and Management. Topics include consumer buying behavior, segmenting targeting and positioning gives better depth in formulation of marketing strategy.
Enabling Objectives		After the completion of the course students will be able to; <ul style="list-style-type: none"> • Assess/analyze existing marketing situation of a company • Formulate/Develop appropriate marketing strategies to improve performance of company • Monitor and evaluate marketing activities and • Make appropriate recommendation for betterment of company in competitive market
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	8	Marketing in Changing Context An overview of marketing management: Conceptual clarity of marketing with its concept, origin and historical development, Paradigm shift of Marketing Mix (4 Ps to 4 Cs to 4 Vs), Marketing Management: Demand and customer relationship Management, Dynamics of Marketing concepts/philosophies (Production concept to Societal Marketing Concept), Changing Marketing environment: Macro and Micro environmental factors, Prospects and challenges of marketing manager to respond marketing environment, Emerging trends/issues/challenges of marketing in 21 st century, Unit Case Study
LU 2	5	Consumer Market and Consumer buying Behavior Understanding of Consumer market and buying behavior: Types of consumers, Model and pattern of consumer behavior, Types of buying decision behavior, Factors affecting Consume buying behavior, Buyer's decision process of new products, New product adoption process, Business Market: Difference between consumer and business markets, Business market and buying behavior, Business market buying process, Role and influences of Buying center, Unit Case Study
LU 3	5	Market Segmentation, Targeting and Positioning (STP) for competitive market Understanding of Market STP: Levels and Pattern of Market Segmentation, Bases of market segmentation, Steps of STP, Product Differentiation, Product Positioning, Positioning strategies, Unique

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		Selling Proposition(USP), Measurement of Demand, current and future demand estimation and Sales Forecasting, Statistical tools for demand and sales forecasting, Unit Case Study
LU 4	6	Market Analysis Analysis of Market Components: Market analysis: Market size, growth profitability and cost structure analysis, identification of key success factors, Competitors Analysis: Identification of competitors, Evaluation of customer with criteria and parameters, Developing strategy to be more competent, Customer Analysis: Identification and analysis of present customers, Analysis of cost of satisfied and dissatisfied customers, Customer retention and relationship policies and strategies, Unit Case Study
LU 5	5	Product Strategies Identification and analysis of Product strategies: Product concept and typology , Decision Involved in Products, Individual product decision, Product mix decision, Product Life Cycle Management, New Product development process, Consumer adoption and diffusion of innovation process, Brand Building and Brand equity, Packaging and Labeling of Products, Unit Case Study
LU 6	6	Product Pricing Strategies An overview of pricing concept: General approaches of pricing, New Product pricing Approaches, Penetration Pricing, skimming pricing, Factors influencing Pricing decision (internal and external), Price adjustment strategies, Price change and its implication, International pricing approaches, Unit Case Study
LU 7	6	Integrated Marketing Communication Changing trend in marketing communication: Integrated communication mix and objectives, Analysis of communication process, Steps and strategies to develop effective communication Promotional mix and budget (Methods of promotional budget allocation), Strategies to make socially responsible communication, Development of Outline of Marketing Information System, Internal Record System, Marketing Intelligence System, MDSS, e-commerce, Unit Case Study
LU 8	7	Distribution Management Analysis of distribution management: Nature of distribution channel, Designing the Marketing Channel, Selecting Channel Members, Channel, role power and conflict, Public policy and distribution decision, Introduction to wholesaling and retailing, direct marketing, Analysis of impact of technology on distribution system, Strategy in Marketing Channels, Formation of strategy to adopt better distribution channel, Unit Case Study
References		1. Philip Kotler, Marketing Management. 13 th Edition

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination