



M.B.A. Semester II
PM02CMBA53: Marketing Management

Course Code	PM02CMBA53	Title of the Course	Marketing Management
Total Credits of the Course	04	Hours per Week	04

Course Objectives:	<ul style="list-style-type: none">• To familiarize students with core concepts of marketing management.• To provide practical experience of skills required in Marketing Management.• To develop the capability to apply marketing strategies.
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Course Content: 30 sessions		
Unit	Description	Weightage (%)
1.	Understanding Marketing Management: Defining marketing new realities, core concepts of marketing and marketing management, 4Ps of Marketing Management, Marketing Environment, Marketing strategies and plan	25
2.	Capturing marketing insights, Marketing Information system, Demand Forecasting and measurement, marketing research, Analyzing consumer market and business market, tapping into the global market	25
3.	Identifying market segments and target, crafting brand positioning, creating brand equity, competitive strategies – Market leader, Challenger, Followers and niche players, Product strategy, product differentiation, designing and managing services, new market offering, pricing programs and strategies	25
4.	Integrated Marketing Communication, Sales Promotion, Distribution Planning and Management, Marketing Channel management, Managing Retailing, Wholesaling and Logistics, Supply Chain Management, Marketing Control Process	25



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Syllabus with effect from the Academic Year 2021-2022

Teaching-Learning Methodology	Class sessions, case study discussions, Assignment submissions based on practical problems/opportunities
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination	30%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance	30%
3.	University Examination	40%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Apply the basic principles and core concepts of marketing management.
2.	Apply marketing strategies for products and services in a competitive scenario.
3.	Inculcate basic skills such as Effective Presentation, Preparation of Marketing Plan and Demand Forecasting among students.
4.	Enhance employability.

Suggested References:	
Sr. No.	References
1.	Kotler, P., & Keller, K. L., Marketing Management 12e. France: Edition Pearson Education.
2.	Marketing White book - published every year by Times Network.



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On-line resources

E-resources of Academy of Marketing Science available at (<https://www.ams-web.org/page/OriginalAMSR>) from http://www.spuvvn.edu/administration/service_centres

Electronic Markets, Institute of Media and Communications Management, <http://www.electronicmarkets.org/index.php> available from <http://www.spuvvn.edu>

Journal of Business Logistic (<http://clm1.org/default.asp>) available from http://www.spuvvn.edu/administration/service_centres/library/open_sources/free_ejournals