

SARDAR PATEL UNIVERSITY
Programme & Subject: PGDBM
Syllabus with Effect from: June - 2015

Paper Code: Paper - II
Title of Paper: Fundamentals of Marketing Management

Unit	Description in Detail	Weightage (%)
I	Understanding Marketing Management What is marketing? Core concepts of Marketing The basic tasks of Marketing Manager Company Orientations towards the Market Place	
II	Building Customer Satisfaction through Quality, Service and Value: Defining Customer Value and Satisfaction Delivering Customer Value and Satisfaction Retaining Customers Relationship Marketing Total Quality Marketing	
III	Winning Markets through Market-Oriented Strategic Planning. Corporate and Division Strategic Planning Business Strategic Planning The Marketing Process Product Planning The Nature and Contents of a Marketing Plan	
IV	The Marketing Environment Analysing Needs and Trends in the Macro Marketing Environment Identifying and Responding to the Major Macro Marketing Environment Forces	
V	Analysing Business Market and Business Buying Behavior. What is Organisational Buying? The Business Market v/s The Consumer Market Buying Situations Participants in the Business Buying Process Major influences on Business Buyers The Purchasing/Procurement Process	
VI	Setting product and pricing strategy Product levels and product classification Product differentiation Packaging Understanding pricing Consumer psychology and pricing Setting the price	
VII	Designing Marketing channel Importance of channel Channel designing decision Channel management decision Concept and functions of retailing Concept and functions of whole seller	
VIII	Organising, Implementing, Evaluating and Controlling Marketing	



	Activities Marketing Organisation (The Evolution of the Marketing Department) Ways of Organising the Marketing Department Marketing Implementation Controlling Marketing Activity Annual Plan Control Profitability Control Efficiency Control Strategic Control	
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Basic Text & Reference Books:-

- Kotler Philip: Marketing Management: Analysis, Planning, Implementation and Control, Prentice-Hall of India Private Ltd., New Delhi, 1997, 9th Edition (37th Indian Reprint Edition), Rs.295/-.
- Kotler, Keller, Koshy and Jha: Marketing Management A south asian perspective. Pearson 13th edition.
- Stanton William J. F.: Fundamentals of Marketing Management, Tata McGraw Hill, New Delhi.
- Ramaswamy V. S. and Namakumaris: Marketing Management: Planning, Implementation and Control: The Indian Context, MacMillian India Ltd., Madras, 1997, 2nd Edition.
- Sherlekar S. A.: Marketing Management, Himalaya Publishing House, Bombay – 400004, 13th Edition, 1997, Rs.115/-.

