



# MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

## COURSE CONTENT

MARKETING MANAGEMENT								
II SEMESTER								
Course Code	Category	Hours/Week			Credits	Maximum Marks		
22MBA0010	CORE	L	T	P	C	CIE	SEE	Total
		4	-	-	4	40	60	100
Contact Classes: 60	Tutorial Classes: Nil	Practical Classes: Nil			Total Classes: 60			
Prerequisite: Basic Marketing Concepts, Communication and Analytics								

### COURSE OVERVIEW:

The primary goal of Marketing Management is to equip MBA students with a strong understanding of marketing principles and how these are applied in real-world business contexts. Students learn how to analyze markets, understand customer behavior, shape marketing strategies, and manage key marketing decisions that drive business success.

### COURSE OBJECTIVES:

- To enable understanding of the core concepts of marketing, marketing environment and process of Marketing Research.
- To educate on the aspects of analyzing market opportunities, customer value and marketing mix.
- To elucidate on designing a customer driven strategy through Marketing Segmentation, Targeting and Positioning.
- To outline the significance of Distribution decisions, Promotion & Communication strategies.
- To highlight the importance of pricing decisions & contemporary marketing topics.

### COURSE OUTCOMES: After Completion of the course, students should be able to

1. Explain key marketing concepts, philosophies and the fundamentals of market research within a global context.
2. Understand consumer behavior and product strategies for customer value-marketing opportunities.
3. Select market segmentation, targeting and positioning strategies for developing effective, customer-driven marketing plans.
4. Analyze distribution channels and promotional strategies for measuring their impact on the effectiveness of marketing communication.
5. Evaluate pricing and marketing strategies for appraise of their ethical, economic-global impact across personal, digital communication platforms.

**Unit – I: Introduction To World Of Marketing:** Importance and Scope of Marketing, Core Marketing Concepts, Market Place, Marketing in Practice, Marketing Environment, Marketing Strategies and Plans, The New Marketing Realities, Marketing Analytics: An Introduction. Market Research, Marketing Research Process, Marketing Information Systems. Marketing Research and Ethics, International Marketing Research.

**Unit – II: Analysing Marketing Opportunities, Customer Value and Marketing Mix:** Consumer Decision-making, Building Customer Value, Analyzing Consumer Markets, Consumer Behaviour, Cultural, Social & Personal Factors, Developing Products & Brands, Product Levels; Classifying Products, Product Range, Product Line & Product Mix, Product Life Cycles, New Product Development, New Service Development, Stages of Product/ Service innovation development, The Process of Adoption, Branding.

**Unit – III: Designing a Customer Driven Strategy:** Market Segmentation, Targeting, Positioning Process, Segmentation of Consumer Market, Business Market, Requirement for Effective Segmentation, Market Targeting, Evaluating Market Segmentation, Selecting Target Market, Segmentation, Positioning and Repositioning, Positioning Maps, Product Positioning Strategies.

**Unit – IV: Distribution Decisions, Promotion & Communication Strategies:** Marketing Channels, Channel Intermediates and Functions, Channel Structure, Channel for Consumer Products, Business and Industrial Products, Alternative Channel, Channel Strategy Decisions. The Promotional Mix, Advertising, Public Relations, Sales Promotion, Personal Selling, Direct and Online Marketing. Marketing Communication: Communication Process, Communication Promotion Mix, Factors Affecting the Promotion Mix.

**Unit–V: Pricing Decisions & Personal Communication:** Importance of Price, Cost Determinant of Price, Markup Pricing, Profit Maximization Pricing, Break-even Pricing, Pricing Strategies, Ethics of Pricing Strategy, Product Line Pricing, Word of Mouth, Rural Marketing, Bottom of the Pyramid, Relationship Marketing, Retail Marketing, Digital marketing, social media and Mobile Marketing, Market Sustainability and Ethics, Global marketing, Green Marketing.

#### **TEXT BOOKS:**

1. G.Shainesh, Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N.Sheth, Marketing Management, Pearson,16e, 2022.
2. Philip Kotler, Gray Armstrong, Prafulla Agnihotri, Principles of Marketing, 18e, Pearson Education, 2020.
3. Ramaswamy, Nama Kumari, Marketing Management, Sage Publications, 6e, 2018.
4. Lamb, Hair, Sharma, Mc Daniel, Principles of Marketing, A South Asian Perspective Cengage Learning, 2016

#### **REFERENCE BOOKS:**

- Mukesh Chaturvedi & A.V. Shukla, Marketing - A New Age Perspective, 1e, Vikas Publishing, 2025.
- Arun Kumar & N. Meenakshi, Marketing Management, Vikas Publications,3e, 2016.
- Rosalind Masterson, Nichola Phillips, David Pickton, Marketing: An Introduction, Sage

Publications, 5e, 2021.

### **ELECTRONIC RESOURCES:**

1. [https://www.youtube.com/results?search\\_query=Marketing+Management+by+R+HARISH+CHAN+DRA+MLRITM](https://www.youtube.com/results?search_query=Marketing+Management+by+R+HARISH+CHAN+DRA+MLRITM)
2. <https://www.youtube.com/watch?v=-6EqOX7oriA&list=PLLhSIFfDZcUWj8GBTJMzaiHLw1qo755kz&index=6>
3. <https://www.youtube.com/watch?v=JI-Xq10BP50>

### **MATERIALS ONLINE:**

1. Course template
2. Tutorial question bank
3. Tech talk and Concept Video topics
4. Open-ended experiments
5. Definitions and terminology
6. Assignments
7. Model question paper – I
8. Model question paper – II
9. Lecture notes
10. PowerPoint presentation
11. Drishya Siksha Sangrah (DSS) Videos

