

**Subject Code: 406**

**Subject Name: Marketing Management I**

**Unit I Marketing Concepts:**

**09 hrs** The Importance and scope of Marketing  
Company Orientations toward the marketplace  
Core Concepts  
Concept of Marketing Mix  
Marketing Tasks  
Shifts in Marketing Management function

**Unit II Gathering Information and scanning the Environment**

**06 hrs**  
Macro environment trends and forces  
Components of a modern Marketing Information System  
Marketing Research – definition, system and process

**Unit III Delivering Value and Planning Marketing Strategies**

**11 hrs**  
The Value delivery process  
The value chain  
Concept of Core Competency  
Corporate level strategic planning  
Business Unit Strategic planning  
Models used for planning like BCG Matrix, GE Matrix  
Nature and contents of a marketing plan

**Unit IV Creating Customer Value and satisfaction**

**04 hrs**  
Concept of Customer perceived value  
Concept of Total customer satisfaction  
CRM introduction, definition  
Building loyalty and reducing customer defection

**Unit V Understanding Consumer markets and consumer behaviour**

**09 hrs**  
Consumer markets  
Understanding Consumer behavior  
The buying decision process

**Unit VI Understanding Business markets and Organisational buying**

**06 hrs**

Business Markets

Understanding Business buying behavior

The purchase process

Stages in the buying process

**Unit VII Identifying Market segments and Targets**

**08 hrs**

Levels of Market segmentation

Segmenting consumer markets

Bases for segmenting Business markets

Market Targeting

**Unit VIII Dealing with competition**

**07 hrs**

Competitive forces

Identifying competitors

Analysing competitors

Competitive strategies for market leaders

Other competitive strategies.

**Recommended Books:**

Marketing Management by, Kotler, Keller Koshy, Jha

Marketing Management by Philip Kotler

Fundamentals of Marketing by William J Stanton

Marketing Management by Ramaswamy & Namakumari