

SYLLABUS :-

Prerequisite: None Course Objective: This course is designed as an introductory course with a focus on the core issues in Marketing. The objective of the course is to help the students develop skills, abilities and knowledge in the field of marketing. After going through this course they would be able to understand the concept of marketing in theory and practice. The Course (in conjunction with Marketing Management II), is intended to be a core course for all the MBA students. Course Contents: iBasic Concepts of marketing and different orientations towards marketing. iStrategies for building customer value, loyalty, satisfaction and relationships. iAnalysis of marketing environment, internal and external. Identify marketing opportunities and threats. iDevelopment of conceptual abilities and analytical skills to undertake marketing research. iBuying behavior of customers, consumer behavior, roles in consumer buying, consumer decision making, influences on consumer behavior, tools to study consumer behavior. iOrganizational Buying Behavior, Organizational Customer, Buying Situations, Buying Center, Roles in Organizational Buying, Organizational Buying Decision Making, Influences on Buying Decisions. iBasic Issues of the Marketing mix Variables, 4Ps, Product and Service portfolio, Pricing strategies, Designing and managing Marketing Channels, Communication and Promotion Mix. iSTP of marketing, identifying and analyzing relevant segments, select attractive target segments and develop the positioning of a product or a service. iMarketing Strategy, Strategy and tactics, Dimensions of Strategy, Criteria for Effective Strategy, Competition oriented marketing strategies. Suggested Text Books: 1. Marketing Management- A South Asian Perspective, Kotler, Keller, Koshy and Jha, Pearson Education Publication. 2. Principles of Marketing, Kotler and Gary; Englewood Cliffs, NJ: Prentice Hall Publication 3. Marketing Management; Rajan Saxena, TMH Publication. 4. Marketing Management, Lal, Quelch and Rangan, TMH Publication.