

# TECNIA INSTITUTE OF ADVANCED STUDIES

## GRADE 'A' INSTITUTE

Department of Management Sciences

### COURSE PLAN

ACADEMIC SESSION 2024-25 (w.e.f. 1st August, 2024)

As per Scheme of Examination & Syllabus of Masters of Business Administration for First Semester (w.e.f. 2021-22 Academic Session Onwards) Guru Gobind Singh Indraprastha University, New Delhi.

PROGRAMME CODE:	039	PROGRAMME:	Masters of Business Administration	SHIFT:	1st	L	3	T/P	0	CREDITS:	3
COURSE CODE:	MS-111	COURSE NAME:	Marketing Management	SECTION:	A						
		COURSE TYPE:	Core/ Open Elective	FACULTY:	Dr. Shalini Gupta						
OBJECTIVE:	This course is aimed at enabling students to understand the basic marketing concepts, processes and techniques. It will help develop and priorities appropriate marketing strategies to meet the organizations marketing objectives and address its marketing challenges.										
<b>COURSE OUTCOME &amp; MAPPING, COURSE ARTICULATION</b>											
		Demonstrate an understanding of management concepts, principles and theories, and apply them in the context of organizational work practices.	Apply analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks.	Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.	Demonstrate an understanding of decision making processes at various levels of the organization with respect to resources mobilization and their efficient deployment and use to achieve the set goals.	Demonstrate the ability to analyze management problems, to identify and collect relevant data and to apply a creative problem-solving approach.	Identify and recommend the information technology-based interventions to achieve organizational goals.	Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long-term societal welfare.	Demonstrate effective communication and interpersonal skills as well as the ability to work with and lead teams.	Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.	
<b>CO - PO MAPPING</b>			<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>
<b>CO1</b>	Discuss the importance of a customer-centric approach and critically evaluate marketing function, concepts and theories, processes and techniques	3	3	3	3	3	3	2	2	3	2
<b>CO2</b>	Identify and explain the major forces in the macro and micro environment that impact marketing strategy development and implementation	3	3	3	3	3	3	3	2	3	2
<b>CO3</b>	Apply key marketing concepts and tools to develop and prioritize appropriate marketing strategies to meet the organizations marketing objectives and address its marketing challenges	3	3	3	3	3	3	3	2	3	2
<b>CO4</b>	Explain the importance of synchronizing the elements of a customer- driven marketing strategy and apply IT based tools that provide for a seamless customer experience	2	2	2	2	2	2	2	3	3	2
<b>CO5</b>	Anticipate future challenges and devise marketing strategies to adapt to the imperatives of sustainable development	2.8	2.8	2.8	2.8	2.8	2.8	2.4	2.2	3	2
<b>Average</b>		3	1.4	2	2.8	3	2	1	1	1	3



Lecture No.	Unit No.	Topic	Sessional Outcome	Experiential Learning	Participative Learning	Problem Solving Methodologies	ICT Tools & E-Resources Utilization	Mapping with CO	Class Material (PPT Faculty+ Students)	Additional Material (Links/ Journals/ Articles/ NEWS)	Mode of Assessment	Bloom's Taxonomy
1	I	Introduction to Marketing	Demonstrate an understanding of fundamental concepts of marketing.	Case Study : Nike Phillip Kotler page no 29				<a href="https://www.youtube.com/watch?v=fj0sVtpdTYk">https://www.youtube.com/watch?v=fj0sVtpdTYk</a>	CO1	PPT	Case Study and Classroom Observation and Question Answer	Level 1,2
2	I	Meaning and Scope of Marketing	issues and problems using relevant theories, concepts and methods with regard to ethical			Debate: Does Marketing Create or Satisfy Needs?			CO1	PPT		Level 1,2
3	I	Marketing Philosophies	philosophies, which influence an organization's marketing activities.				Courseera, Udemy		CO1	PPT, PPT By Students		Level 1,2,3
4	I	Concept of Customer Value and Customer Satisfaction	Demonstrate the steps of marketing.			Class activity			CO1	PPT, PPT By Students		Level 1,3
5	I	Marketing Management Process-An Overview	Describe the marketing mix and Explain how organizations use the marketing mix						CO1,CO2,CO3	PPT	Classroom Observation and Question Answer	Level 4,5
6	I	Concept of Marketing Mix	Explain how the environment affects a firm's marketing effort.			Extempore	Industry Case Studies		CO1,CO2,CO3	PPT	Classroom Observation and Question Answer	Level 2,3,4
7	I	Understanding Marketing Environment	Demonstrate an understanding of the concepts of segmentation, targeting and positioning.			Extempore		<a href="https://www.youtube.com/watch?v=VEYbyVZh7E">https://www.youtube.com/watch?v=VEYbyVZh7E</a>	CO1,CO2,CO3	PPT, PPT By Students		Level 2,3
8	I	Consumer Buyer Behavior	Explain the concepts of segmentation and targeting.			Individual Presentation			CO1,CO2,CO3	PPT, PPT By Students	Classroom Observation and Question Answer	Level 2,4
9	I	Market Segmentation	Explain the concepts of segmentation			Discussion in classroom		<a href="https://www.youtube.com/watch?v=2Nb5o2G0-II">https://www.youtube.com/watch?v=2Nb5o2G0-II</a>	CO1,CO2,CO3,CO4,CO6	PPT		Level 1,2
10	I	Targeting and Positioning	Identify the major influences in consumer behaviour			Discussion in classroom			CO1,CO2,CO3,CO4,CO6	PPT	Assignment	Level 1,3
11	I	Overview of Competitive Marketing Strategies	Explain the purpose of targeting and different targeting strategies.	BMW Phillips Kotler Page No. 238					CO1,CO2,CO3,CO4,CO6	PPT	Quiz	Level 1,2
12	I	Overview of Competitive Marketing Strategies	Demonstrate an understanding of the concepts of positioning.			Debate : What Is the Best Way to Position?		<a href="https://www.youtube.com/watch?v=bZZ8xlhNMEo">https://www.youtube.com/watch?v=bZZ8xlhNMEo</a>	CO1,CO2,CO3,CO4,CO6	PPT, PPT By Students		Level 4,5,6
13	II	Product and Pricing Decisions	Demonstrate an understanding of the concepts of pricing						CO1,CO2			Level 2,3
14	II	Product Concept	decision-making process buyers engage in when buying different types of products.						CO1,CO2	PPT		Level 2,3
15	II	Product Classifications	importance of products in the marketing mix and the levels of products						CO1,CO2	PPT		Level 2,3
16	II	Product Levels	Explain what a product is and the importance of products in the marketing mix			Extempore			CO1,CO2,CO3	PPT		Level 2,4
17	II	Product Differentiation	Explain the line of products			Individual Presentation			CO1,CO2,CO3	PPT, PPT By Students		Level 1,2
18	II	Product Mix; Product Line Decisions	management and how it relates to the organization's marketing strategy and tactics			Individual Presentation		<a href="https://www.youtube.com/watch?v=ebwo_BX_VtU">https://www.youtube.com/watch?v=ebwo_BX_VtU</a>	CO1,CO2,CO3	PPT, PPT By Students		Level 1,3
19	II	Product Life Cycle-Concept & Strategies	brand and how brands add value to an organization's products and services			Individual Presentation	Microsoft PowerPoint		CO1,CO2,CO3	PPT, PPT By Students		Level 1,2
20	II	Brand and Branding Strategies	Students will define the process for creating new products			Discussion in classroom		<a href="https://www.youtube.com/watch?v=zwwfz-ltcUQ">https://www.youtube.com/watch?v=zwwfz-ltcUQ</a>	CO1,CO2	PPT	Classroom Observation and Question Answer	Level 4,5
21	II	New Product Development Process; Pricing-Pricing Objectives	Discuss the product life cycle and its implications for marketing			Discussion in classroom			CO1,CO2,CO3	PPT	Classroom Observation and Question Answer	Level 2,3
22	II	Determinants of Price, Pricing Methods & Strategies.	understand and identify the factors influencing pricing decisions			Discussion in classroom			CO1,CO2,CO3	PPT	Classroom Observation and Question Answer	Level 1,2
23	III	Promotion and Distribution Decisions	Describe the role of cost information in pricing decisions				Microsoft PowerPoint		CO1,CO2,CO3	PPT, PPT By Students	Case Study	Level 1,3
24	III	Concept of Integrated Marketing Communication	Understand the factors that affect a firm's pricing decisions.			Discussion in classroom			CO1,CO2,CO3	PPT, PPT By Students		Level 1,2



25	III	Promotion Mix-Advertising, Personal Selling	Define the economic pricing model and methods		Class activity 1	<a href="https://www.youtube.com/watch?v=CO5k8lYVY">https://www.youtube.com/watch?v=CO5k8lYVY</a>	CO1,CO2,CO3	PPT, PPT By Students	Assignment	Level 4,5
26	III	Publicity, Direct Marketing and Sales Promotion	Managing Distribution Channels		Individual Presentation	<a href="https://www.youtube.com/watch?v=q2mXFJVAks">https://www.youtube.com/watch?v=q2mXFJVAks</a>	CO1,CO2,CO3	PPT, PPT By Students	Classroom Observation	Level 2,3
27	III	Channels of Distribution	Managing Distribution Channels				CO1,CO2,CO3			Level1,2
28	III	Functions of Intermediaries	understand the basic concept of place		Flip class		CO1,CO2,CO3	PPT, PPT By Students		Level1,3
29	III	Channel Design Decisions, Selecting Channel Members	Managing Distribution Channels		Discussion in classroom	Microsoft PowerPoint	<a href="https://www.youtube.com/watch?v=qt4J7S1hCc">https://www.youtube.com/watch?v=qt4J7S1hCc</a>	CO1,CO2,CO3,CO4	PPT	Level1,2
30	III	Channel Management	Understand how it is connected to people's.	Case Study Costco Phillips Kottler 444	Debate : Does It Matter Where You Sell?		CO1,CO2,CO3,CO4	PPT		Level 4,5
31	III	Channel Management	identify and select the major channel alternatives open to a company		Group discussion		CO1,CO2,CO3,CO4	PPT		Level 2,3
32	III	Emerging Channels of Distribution.	Understand and analyse the configuration of distribution channels.			<a href="https://www.youtube.com/watch?v=x9_zjKJLJLQ">https://www.youtube.com/watch?v=x9_zjKJLJLQ</a>	CO1,CO2,CO3,CO4	PPT	Case study and Classroom Observation and Question Answer	Level1,2
33	IV	Contemporary Marketing Trends and Issues	Define and classify the different types of communication tool.		Discussion in classroom		CO1,CO2,CO3,CO4	PPT	Classroom Observation and Question Answer	Level1,3
34	IV	Consumer Adoption of Innovations	Describe and explain the major steps in advertising decisions		Debate : Has TV Advertising Lost Its Power?		CO1,CO2,CO3,CO4	PPT, PPT By Students		Level1,2
35	IV	Rural Marketing	Explain how important sales promotion and public relations are in	Quiz <a href="https://www.mbamcq.com/marketing-">https://www.mbamcq.com/marketing-</a>	Discussion in classroom		CO1,CO2,CO3,CO4,CO5,C06	PPT	Quiz	Level 4,5
36	IV	Social Marketing	identify the roles of publicity and marketing		Individual Presentation		CO1,CO2,CO3,CO4,CO5,C06	PPT, PPT By Students	Assignment	Level 2,3
37	IV	Sustainable Marketing	Apply the key terms, definitions, and concepts used in integrated marketing communications.		Individual Presentation		CO1,CO2,CO3,CO4,CO5,C06	PPT, PPT By Students		Level 2,3
38	IV	Digital Marketing				<a href="https://www.youtube.com/watch?v=YpauYcthpFU&amp;list=PLsh2FvSr3n7dFo5w">https://www.youtube.com/watch?v=YpauYcthpFU&amp;list=PLsh2FvSr3n7dFo5w</a>				Level1,2
39	IV	Digital Marketing	Understand the customer relationship management		Individual Presentation		CO1,CO2,CO3,CO4,CO5,C06	PPT, PPT By Students	Classroom Observation	Level1,3
40	IV	Ethical Issues in Marketing	Apply sustainability thinking into marketing actions, including innovation, planning and		Individual Presentation	<a href="https://www.youtube.com/watch?v=x9WWy0JnG98">https://www.youtube.com/watch?v=x9WWy0JnG98</a>	CO1,CO2,CO4,CO5,CO6	PPT, PPT By Students	Classroom Observation and Question Answer and Quiz	Level1,2
41	IV	Ethical Issues in Marketing	Understand and explain the environmental importance of green marketing from consumer		Flip class	<a href="https://www.youtube.com/watch?v=tpEk9IE8NP0">https://www.youtube.com/watch?v=tpEk9IE8NP0</a>	CO1,CO2,CO4,CO5,CO6	PPT		Level 4,5
42	IV	Introduction to Marketing Analytics.	describe and explain the meaning and nature of social marketing				CO1,CO2,CO4,CO5,CO6	PPT	Classroom Observation	Level 2,3
43	IV	Revision					CO1,CO2,CO4,CO5,CO6	PPT, PPT By Students	Classroom Observation and Question Answer	Level 2,3
44	IV	Revision					CO1,CO2,CO4,CO5,CO6	PPT, PPT By Students		Level6
45	IV	Previous Years Question Paper Discussion								Level 6

Note: 1 Credit (Theory)= 15 Hrs. in a Semester ; 1 Credit (Practical)= 30 Hrs. in a Semester.

**Suggested Readings : (Latest Editions)**

1. Kotler, P., Keller, K.L., Marketing Management, Pearson Education.
2. Lamb, C.W., Hair, J.F., Sharma, D. & Mc Daniel C., Marketing- A South Asian Perspective Edition, Cengage India Pvt. Ltd, Delhi
3. Baines, P., Fill, C., Page, K., Sinha, P.K., Marketing: Asian Edition, Oxford University Press, New Delhi.
4. Ramaswamy, Y.S and Namakumari, S., Marketing Management: A Strategic Decision Making Approach Global
5. Walker O. C., Mullins J. & Boyd Jr. H. W., Marketing Strategy: A Decision Focused Approach, Mc Graw Hill Education.
6. Etzel, M., Walker, B., Stanton, W. and Pandit, A., Marketing

Name of Faculty:

*Shilpi*  
Dr. Shilpi Gupta

**Journals:**

1. Journal of Marketing
2. Journal of the Academy of Marketing Science
3. Journal of Marketing Research
4. Journal of Consumer Research
5. International Journal of Research in Marketing

*Shilpi*  
Head of Department: Dr. Pooja Sharma  
MBA-TIAS