

<b>MKTG 2001</b>	<b>Marketing Management</b>	L	T	P	C
<b>Version 1.0</b>		3	0	0	3
<b>Pre-requisites/Exposure</b>	Basic knowledge of Fundamentals of Management				
<b>Co-requisites</b>	-				

## Course Objectives

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1. To understand the concepts of marketing management
2. To learn about marketing process for different types of products and services
3. To understand the tools used by marketing managers in decision situations
4. To understand the marketing environment

## Course Outcomes

On completion of this course, the students will be able to

- CO1. Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
- CO2. Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.
- CO3. Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.

## Catalog Description

Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations and projects. The assignments/projects would enable students to apply the marketing concepts and marketing mix elements practically and illustrate those through a written report and presentation. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.

Classroom activities including lectures, discussions and case studies will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates.

## Course Content

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### UNIT 1: Basic Concepts of Marketing

**6 Lectures**

Definition, Concept of Exchange-Needs & Wants, Economic Utility, Evolution of Marketing, Marketing Concept, Marketing Myopia, Significance of Marketing, Delivering Values, Satisfaction & Retention: Business components, Customer satisfaction, Concept of value, Analyzing market opportunities: Marketing environment: Macro environmental factors

### UNIT 2: Understanding Consumer Behavior

**7 Lectures**

Consumer behaviour, Organizational markets & buying behaviour, Market segmentation & market targeting,

**UNIT 3: Planning Marketing Strategy****8 Lectures**

Strategic Planning Process, marketing and competitive strategies, Marketing Mix strategy, Marketing mix and environment, Assembling and managing marketing mix

**UNIT 4: Marketing Channels and Distribution****7 Lectures**

Nature of marketing channels, Role of marketing channels, Functions of marketing channels, Designing distribution channels, Channel management, Channel dynamics

**UNIT 5: Product Policy and Advertising****8 Lectures**

Product and product line, Product classification, product mix strategy, Product life cycle, New product development, Branding and packaging, Benefits of advertising, Developing and advertising program, Sales promotion, public relation, personal selling, Pricing, significance of pricing, Price adjustments, Effect of price change

**Text Books**

1. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2012), Marketing Management A South Asian Perspective, 14th Edition, Pearson Education, New Delhi.
2. Ramaswamy, V. S., & Namakumari, S. (2017), Marketing Management: Indian Context with Global Perspective, McGraw hill.

**Reference Books**

1. Kotler, Philip. Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall, 2002. ISBN: 8120316096.
2. Principles of Marketing, Kotler and Armstrong, Pearson, 12th edition., 2008, ISBN: 978-81-317-1547-5

**Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination**

**Examination Scheme:**

Components	MSE	IA	ESE
Weightage (%)	20	30	50
		<ul style="list-style-type: none"> <li>• Case Presentation (30 Marks)</li> <li>• Online Assignments (40 Marks)</li> <li>• Quiz (30 Marks)</li> </ul>	

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Students will demonstrate strong conceptual knowledge in the functional area of marketing management. .	PO 1, 2, 4, 8,9,12
CO2	Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.	PO 2,3,4,8,7,8

<b>CO3</b>	Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.	<b>PO 3,4,6,8, 9, 12</b>
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**Program Outcome / Course Outcome mapping**

<b>Course Outcomes</b>	<b>CO 1</b>	<b>CO 2</b>	<b>CO 3</b>
<b>PO 1</b>	3	3	3
<b>PO 2</b>	3	3	3
<b>PO 3</b>	3	3	3
<b>PO 4</b>	3	1	1
<b>PO 5</b>	2	2	1
<b>PO 6</b>	2	2	2
<b>PO 7</b>	3	3	1
<b>PO 8</b>	3	3	3
<b>PSO 9</b>	3	3	3
<b>PSO 10</b>	3	3	3
<b>PSO 11</b>	3	3	3
<b>PSO 12</b>	1	1	1

			Students will demonstrate strong conceptual knowledge of management & its functional areas.	Students will demonstrate effective oral and written communication skills in the professional context.	Students will be able to work effectively in teams and demonstrate team-building capabilities.	Students will be able to evaluate the legal, social and economic environments of business.	Students will be able to describe the global environment of business.	Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business.	Students will be able to apply decision-support tools to business decision making.	Students will be able to apply knowledge of business concepts and functions in an integrated manner.	Students will demonstrate conceptual domain knowledge of the logistics sector.	Students will apply decision-support tools to decision making in logistics sector.	Students will apply conceptual knowledge of logistics sector in an integrated manner.	Students will demonstrate employable and deployable skills for appropriate roles in management.
MKT G 2001	Marketing Managem ent	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O 7	PO 8	PSO 9	PSO 10	PSO 11	PSO1 2	
		3	3	3	2	2	2	2	3	2	3	3	2	

- 1 – Weakly mapped  
2 – Moderately mapped  
3 – Strongly mapped

### **Model Question Paper**



Name:

Enrolment No:

Course: MKTG 2001: Marketing Management

Programme: BBA (LM)

Semester: Even Jan-June 2017

Time: 03 hrs.

Max. Marks: 100

**Instructions:**

Attempt all from Section A (each carrying 2 marks); any four Questions from Section B (each question carrying 5 marks). Section C & D is Compulsory (carrying 30 marks each).

**Section A ( Attempt all questions)**

1.	<p>i) The buying process starts when the buyer recognizes-</p> <ul style="list-style-type: none"><li>a) A product</li><li>b) An advertisement of the product</li><li>c) A retail store</li><li>d) Problem or need</li></ul> <p>ii) Mr. Lopez buys goods and services for use in the production of products that are sold and supplied to others. Mr. Lopez is involved in-</p> <ul style="list-style-type: none"><li>a) Consumer buying behavior</li><li>b) Retail buying behavior</li><li>c) Business buying behavior</li><li>d) Post-purchase behavior</li></ul> <p>iii) The _____ is practiced most aggressively with unsought goods, goods that buyers normally do not think of buying, such as insurance, encyclopedias, and funeral plots.</p> <ul style="list-style-type: none"><li>a) Marketing concept</li><li>b) Selling concept</li><li>c) Production concept</li><li>d) Product concept</li></ul> <p>iv) Which is the next stage after “Idea screening” in “New Product Development Process”?</p> <ul style="list-style-type: none"><li>a) Feature specification</li><li>b) Concept development and testing</li><li>c) Product development</li><li>d) Idea generation</li></ul> <p>v) _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.</p> <ul style="list-style-type: none"><li>a) Target marketing</li></ul>	20 Marks	CO1 CO2
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	<p>b) Psychographic segmentation  c) Product differentiation  d) Consumer behavior</p> <p>vi) Consumer marketing channel that constitutes manufacturer, retailer and consumer is classified as-</p> <p>a) 0-level  b) 1- level  c) 2- level  d) 3-level</p> <p>vii) Which “P” of services marketing mix includes facility design and signage?</p> <p>a) Process  b) People  c) Promotion  d) Physical evidence</p> <p>viii) This strategy to the practices of a company having many brands in a single product category-</p> <p>a) Multiple branding  b) Co-branding  c) Joint venture co-branding  d) Line extension</p> <p>ix) _____ are short term goods and services that facilitates development or managing the finished product.</p> <p>a) Materials and parts  b) Capital items  c) Supplies and business services  d) Raw materials</p> <p>x) A group of products within the product family recognized as having a certain functional coherence is known as-</p> <p>a) Product line  b) Product type  c) Product family  d) Product class</p>		
<b>SECTION B (Attempt any Four Questions)</b>			
1.	What are different marketing philosophies? Provide suitable examples to support your answer.	<b>5M</b>	<b>CO2</b>
2.	Describe major segmentation variables for consumer market.	<b>5M</b>	<b>CO2</b>
3.	Discuss Ansoffs Product-Market Expansion Grid.	<b>5M</b>	<b>CO1</b>
4.	What are the different consumer marketing channels? Discuss them.	<b>5M</b>	<b>CO2</b>

5.	Pick a product of your choice and discuss different product levels?	<b>5M</b>	<b>CO3</b>
<b>SECTION C is Compulsory</b> <i>(Attempt any two questions)</i>			
1.	Explain the concept of product life cycle. Discuss characteristics, objectives and marketing strategies for each stage of the product life cycle.	<b>15 M</b>	<b>CO2</b> <b>CO1</b>
2.	Discuss black box model of consumer behavior.	<b>15 M</b>	<b>CO2</b> <b>CO3</b>
3.	Explain the new product development process.	<b>15 M</b>	<b>CO1</b> <b>CO3</b>
<b>SECTION D is compulsory</b> <i>Read the text and answer both questions that follow.</i>			
1.	What are the pros, cons, and risks associated with Nike’s core marketing?	<b>15 M</b>	<b>CO2</b> <b>CO3</b>
2.	If you were Adidas, how would you compete with Nike?	<b>15 M</b>	<b>CO3</b> <b>CO2</b>
<p>Nike hit the ground running in 1962. Originally known as Blue Ribbon Sports, the company focused on providing high-quality running shoes designed for athletes. Founder Philip Knight believed high-tech shoes for runners could be manufactured at competitive prices if imported from abroad. Nike’s commitment to designing innovative footwear for serious athletes helped it build a cult following among U.S. consumers.</p> <p>Nike believed in a “pyramid of influence” in which the preferences of a small percentage of top athletes influenced the product and brand choices of others. From the start its marketing campaigns featured accomplished athletes. Runner Steve Prefontaine, the first spokesperson, had an irreverent attitude that matched the company’s spirit.</p> <p>In 1985, Nike signed up then-rookie guard Michael Jordan as a spokesperson. Jordan was still an up-and-comer, but he personified superior performance. Nike’s bet paid off—the Air Jordan line of basketball shoes flew off the shelves and revenues hit over \$100 million in the first year alone. As one reporter stated, “Few marketers have so reliably been able to identify and sign athletes who transcend their sports to such great effect.”</p> <p>In 1988, Nike aired the first ads in its \$20 million “Just Do It” ad campaign. The campaign, which ultimately featured 12 TV spots in all, subtly challenged a generation of athletic enthusiasts to chase their goals. It was a natural manifestation of Nike’s attitude of self-empowerment through sports.</p> <p>As Nike began expanding overseas to Europe, it found that its U.S style ads were seen as too aggressive. Nike realized it had to “authenticate” its brand in Europe, so it focused on soccer (known as football outside the United States) and became active as a sponsor of youth leagues, local clubs, and national teams. However, for Nike to build authenticity among the soccer audience, consumers had to see professional athletes using its product, especially athletes who won. Nike’s big break came in 1994 when the Brazilian team (the only national team for which Nike had any real sponsorship) won the World Cup. That victory transformed Nike’s image in Europe from a sneaker company into a brand that represented emotion, allegiance, and identification. It also helped launch Nike into other international markets over the next decade, and by 2003, overseas revenues surpassed U.S. revenues for the first time.</p> <p>In 2007, Nike acquired Umbro, a British maker of soccer-related footwear, apparel, and equipment. The acquisition helped boost Nike’s presence in soccer as the company became the sole supplier of uniforms to over 100 professional soccer teams around the world.</p> <p>Nike focused its efforts on international markets, especially China, during the 2008 Summer Olympics in Beijing. Although Nike’s rival, Adidas, was the official sponsor of the Olympic Games, Nike received special permission from the International Olympic Committee to run Nike ads featuring Olympic athletes during the games. In addition, Nike sponsored several teams and athletes, including most of the Chinese teams and 11 of the 12 high-profile members on the United States men’s basketball teams. That year, sales</p>			

in the Asian region grew 15 percent to \$3.3 billion and Nike's international divisions grew to 53 percent of the company's revenue. Some believed Nike's marketing strategy during the Olympics was more effective than Adidas's Olympic sponsorship.

In addition to expanding the brand overseas, Nike successfully entered new athletic footwear, apparel, and equipment product categories by using endorsements from high-profile athletes and consumer outreach programs. The Nike Golf brand, endorsed by Tiger Woods, has changed the way professional golfers dress. Tiger's powerful influence on the game and his Nike emblazoned style have turned the greens at the majors into "golf's fashion runway." In addition, Nike has used the superstar to help build its relationship with consumers. In 2009, it launched a Tiger Web Talkback session at [nikegolf.com](http://nikegolf.com), where fans could ask questions and hear Tiger talk about golf. The session was part of a nationwide Nike Golf consumer experience day, which included equipment demos, long-drive contests, and in-store specials.

In tennis, Nike has aligned with Maria Sharapova, Roger Federer, and Rafael Nadal to push its line of tennis clothing and gear. Some called the famous 2008 Wimbledon match between Roger Federer and Rafael Nadal—both dressed in swooshes from head to toe—a five-hour Nike commercial valued at \$10.6 million.

Nike teamed up with seven-time Tour de France champion Lance Armstrong not only to sell Nike products but also to help Armstrong's LIVESTRONG campaign. Nike designed, manufactured, and sold over 70 million yellow LIVESTRONG bracelets, netting \$80 million for the Lance Armstrong Foundation. It also featured Armstrong's message of survival, willpower, and giving in a series of Nike commercials.

To promote its line of basketball shoes and apparel, Nike continues to feature basketball superstars such as Kobe Bryant and LeBron James. In addition, it formed a partnership with Foot Locker to create a new chain of stores, House of Hoops by Foot Locker, which offers only basketball products by Nike brands such as Converse and Jordan.

Recently, Nike's lead in the running category has grown to 60 percent market share thanks to its exclusive partnership with Apple. Nike+ (Plus) technology includes a sensor that runners put into their running shoes and a receiver, which fits into an iPod, iTouch, or iPhone. When the athlete goes for a run or hits the gym, the receiver captures his or her mileage, calories burned, and pace and stores it until the information is downloaded. Nike+ is now considered the world's largest running club.

In 2008 and 2009, Nike+ hosted the Human Race 10K, the largest and only global virtual race in the world. The event, designed to celebrate running, drew 780,000 participants in 2008 and surpassed that number in 2009. To participate, runners register online, gear up with Nike+ technology, and hit the road on race day, running any 10K route they choose at any time during the day. Once the data is downloaded from the Nike+ receiver, each runner's official time is posted and can be compared to the times of runners from around the world.

Like many companies, Nike is trying to make its company and products more eco-friendly. However, unlike many companies, Nike does not promote its efforts. One brand consultant explained, "Nike has always been about winning. How is sustainability relevant to its brand?" Nike executives agree that promoting an eco-friendly message would distract from its slick high-tech image, so efforts like recycling old shoes into new shoes are kept quiet.

Today, Nike dominates the athletic footwear market with a 31 percent market share globally and 50 percent markets share in the United States. Swooshes abound on everything from wristwatches to skateboards to swimming caps. The firm's long-term strategy focuses on basketball, running, football, women's fitness, men's training, and sports culture. As a result of its successful expansion across geographic markets and product categories, Nike is the top athletic apparel and footwear manufacturer in the world, with corporate fiscal 2009 revenues exceeding \$19 billion.