

GUJARAT TECHNOLOGICAL UNIVERSITY

MECHANICAL (INDUSTRIAL ENGINEERING) (46)

MARKETING MANAGEMENT

SUBJECT CODE: 2724604

SEMESTER: II

Type of course: Major elective III

Prerequisite: NA

Rationale: The aim of this course is to make students understand and appreciate the importance of marketing as one of the important parameters of industrial and business systems. The course is aimed at making students aware about marketing environment, pricing policies, product placement, sales proportion and distribution channels.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks		
L	T	P		Theory Marks		Practical Marks				
			ESE (E)	PA (M)	ESE (V)	PA (I)				
					ESE	OEP	PA	RP		
3	2#	0	4	70	30	30	0	10	10	150

Contents:

Sr. No.	Topic	Total Hours	% Weightage
1	Introduction to Marketing: Marketing defined, Marketing Concepts, Marketing functions, Marketing Environment, Marketing mix; Strategic marketing planning – an overview.	02	5
2	Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; consumer versus organizational buyers; Consumer decision making process.	06	15
3	Marketing Planning: Planning Process, Strategic Business Units, Market Segmentation and Market Targeting: Segmentation Procedure, Market Targeting, Product Positioning.	03	7
4	Marketing Mix: Marketing mix variables and their importance, Pricing Strategies: Meaning of pricing, Importance, Objectives, Factors influencing price determination, Demand market based pricing, Tender pricing, Product line pricing, Selecting the final price.	04	7
5	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies;	06	15

	Discounts and rebates.		
6	Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales promotion – tools and techniques.	06	15
7	Marketing Research: Marketing Research Process, Research objectives, Research Plan development, Collecting information, Analysis.	04	7
8	Product Development: Idea generation, Concept development and Testing, Market Testing, Commercialization. Marketing Communication: Marketing mix variables communicate, Steps in developing effective communication.	03	7
9	Advertising Management: Purpose, Factors in advertising, Advertising Portfolio Selection, Deciding message or copy. Sales Promotion: Sales Promotion Tools, Consumer promotion tools, Business promotion tolls.	06	15
10	Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other developments of marketing.	05	7

References Books:

1. Marketing Management - Analysis, Planning, Implementation and Control, Kotler, P., Prentice-Hall of India, New Delhi, 2001.
2. Marketing Management - Planning, Implementation and Control, Ramaswamy, V.S. and Namkumari, S., Macmillan India Limited, 1990.
3. Marketing Research - Text, Applications and Case Studies, Majumdar, R.. New Age International (P) Limited Publishers, New Delhi, 1996.
4. Fundamentals of Marketing, Stanton, W.J., Etzel, M.J. and Walker, B.J., McGraw-Hill International Edition, 1991.
5. Sales Management and Sales Promotion, Mathew, M.J. First Edition, RBSA Publishers, 1994.
6. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.
7. McCarthy, E.J., Basic Marketing: A managerial approach, Irwin, New York.

Course Outcome:

After learning the course the students should be able to...

- 1) Understand the concepts and importance of marketing management for the industrial and business systems.
- 2) Understand about market environment and segmentation.
- 3) Know importance and process of planning in marketing.
- 4) Understand about market mix and their impact.
- 5) Understand about pricing policies.
- 6) Know the importance and process of advertising and sales promotion.
- 7) Understand about distribution channels.

List of Tutorials:

- 1) Exercise on marketing concepts and functions.
- 8) Exercise on market environment and segmentation.
- 2) Exercise on marketing planning and product placement.
- 3) Exercise on pricing policies.
- 4) Exercise on advertising and sales promotion.
- 5) Exercise on distribution channels.

Major Equipments: NA

Review Presentation (RP): The concerned faculty member shall provide the list of peer reviewed Journals and Tier-I and Tier-II Conferences relating to the subject (or relating to the area of thesis for seminar) to the students in the beginning of the semester. The same list will be uploaded on GTU website during the first two weeks of the start of the semester. Every student or a group of students shall critically study 2 papers, integrate the details and make presentation in the last two weeks of the semester. The GTU marks entry portal will allow entry of marks only after uploading of the best 3 presentations. A unique id number will be generated only after uploading the presentations. Thereafter the entry of marks will be allowed. The best 3 presentations of each college will be uploaded on GTU website.