

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – I (Semester – II) (W.E.F. Academic Year 2017-18)

Subject Name: ADVANCE MARKETING MANAGEMENT (AMM)

Subject Code: 3529204

Subject Credits: 3

Total Marks: 150

1. Course Objectives:

The global economy has made most of the marketplaces perfectly competitive and for most businesses, every day come with new challenges on survival in the marketplace. So, over the decades, Marketing has become one of the most important functional areas for organizations which enable them to develop the winning strategies. The Course objectives are as under.

- a) To provide the overview to the management students regarding the Strategy part of Marketing.
- b) To provide the insights on decision support system in marketing, marketing research, and strategies on branding, services, retailing, logistic and supply chain etc.
- c) To enable students to understand the strategies to live in competitive scenario for local and global markets.
- d) To prepare students about integrated marketing communication and finally give the idea on how to develop a marketing plan.
- e) To discussion on the holistic marketing approach along with highlights on newer and immerging concepts in field of marketing.

2. Course Duration: The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module	Content	No. of Sessions	Marks (out of 70)
I	Decision support system and Marketing Research: Marketing decision support system, Role of marketing research, Steps in a marketing research, Effect of internet on marketing research, Scanner based research, Competitive intelligence Crafting brand positioning: Developing brand positioning, Choosing a competitive frame of reference, Establishing a brand positioning, Alternative approach to positioning, Positioning and branding for small business	9	14

	<p>Creating brand equity: How dose brand work, Defining brand equity, Building brand equity, Measuring brand equity, Managing brand equity, Branding strategies</p>		
II	<p>Designing and managing services: Nature of services, New services realities, Achieving excellence in services, Managing service quality, Managing product-support services</p> <p>Addressing Competition and driving growth: Growth strategies, Competitive strategies for market leaders, Other competitive strategies, PLC marketing strategies</p> <p>Global Market strategies: Competing on global basis, Deciding whether to go abroad, Market entry strategies, Global marketing program, Country of origin effects</p>	10	21
III	<p>Retailing: Role , Classification of retail operations, Major types of retail operations, Nonstore retailing, Franchising, Retail marketing strategies, New developments in retailing</p> <p>Wholesaling and Private labels: Trends in wholesaling, Role of private labels, Private labels success factors</p> <p>Supply chain management: Supply chains and supply chain management, Supply chain integration, Process of supply chain management, Strategic supply chain decisions, Managing logistic component of supply chain, Supply chain performance measurement, Trends</p> <p>Managing Mass Communications: Developing and managing advertising program, Events and experiences, Public relations</p> <p>Sales Promotions and Personal Selling: Sales Promotion, Tools for Consumer Sales Promotions, Tools for trade sales promotions, Personal selling, Relationship selling, Steps in selling process</p>	7	14
IV	<p>Developing Marketing Strategies and plan: Corporate and division strategic planning, Business unit strategic planning</p> <p>The Nature and content of marketing Plan: Marketing plan criteria, Role of Research, Role of relationship, From marketing plan to action</p>	12	21

	<p>Trends and developments in marketplace: Social media marketing, Social media and integrated marketing, communications, Creating and leveraging social media campaign, Evaluation and measurement of social media, Social media tools, Social media and mobile technology</p> <p>Managing Holistic marketing organization for the long run: Socially responsible marketing, CSR, Socially responsible business models, Cause related marketing, Marketing implementation and control, Future of marketing</p>		
V	<p>Application</p> <p>Students may be given assignments on studying the real life applications of all concepts covered in the one to four modules. They may be given the minor projects on preparing marketing plan for the specific product based on their theoretical understanding. The students may also be given the case studies based on the various concepts taught in the different modules.</p>	---	Internal Evaluation (30 Marks of CEC)

4. Case Studies:

Faculties can refer the case studies (preferably Indian cases) from reputed books/journals/other reading material for the discussion. It is strongly recommended that the theoretical discussion of each concept has to be supported with the discussion of case studies in specific area.

5. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures and Discussions.
- (b) Assignments and PPT Presentations.
- (c) Case Studies.

6. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Projects/Quiz/Test/Class Attendance/ Participation (List of activities)	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

7. Textbooks:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Kotler, Keller, Koshy & Jha	Marketing Management	Pearson	14th ed.
2	Lamb, Hair, Sharma & McDaniel	MKTG - Principles of Marketing	Cengage	South Asian Edition - 2016

8. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Ramendra Singh	Case Studies in Marketing Management	Pearson	Latest edition
2	Kotler & Keller	Marketing Management	Pearson	Latest edition
3	Paul Baines	Essentials of Marketing	Oxford University Press	Latest edition
4	Charles W Lamb	Principles of Marketing	Cengage Learning	Latest edition
5	Neeru Kapoor	Principles of Marketing	PHI	Latest edition
6	S A Sherlekar	Marketing Management	Himalaya Publishing House	Latest edition

9. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Journal of Marketing
2. Marketing Science
3. European Journal of Marketing
4. Journal of Marketing Management
5. Journal of Consumer Marketing
6. Marketing Intelligence & Planning
7. Journal of Business & Industrial Marketing
8. Brand Equity (ET - Wednesday Supplement)
9. 4Ps magazine
10. Various web based magazines and e resources

Note: The list of reading sources are the only the suggestive list of reading material for the course. It should not be considered as the exclusive prescribed sources. The students and faculty have the freedom to choose any of the other reading material for the teaching and learning process.

11. Session Plan (36 sessions of 75 minutes):**12.**

Session No.	Topics to be covered
1-3	Decision support system and Marketing Research: Marketing decision support system, Role of marketing research, Steps in a marketing research, Effect of internet on marketing research, Scanner based research, Competitive intelligence
4-5	Crafting brand positioning: Developing brand positioning, Choosing a competitive frame of reference, Establishing a brand positioning, Alternative approach to positioning, Positioning and branding for small business
6-7	Creating brand equity: How dose brand work, Defining brand equity, Building brand equity, Measuring brand equity, Managing brand equity, Branding strategies
8-9	Designing and managing services: Nature of services, New services realities, Achieving excellence in services, Managing service quality, Managing product-support services
10-11	Addressing Competition and driving growth: Growth strategies, Competitive strategies for market leaders, Other competitive strategies, PLC marketing strategies
12-13	Global Market strategies: Competing on global basis, Deciding whether to go abroad, Market entry strategies, Global marketing program, Country of origin effects
14-16	Retailing: Role, Classification of retail operations, Major types of retail operations, Nonstore retailing, Franchising, Retail marketing strategies, New developments in retailing
17-20	Wholesaling and Private labels : Trends in wholesaling, Role of private labels, Private labels success factors
21-23	Supply chain management: Supply chains and supply chain management, Supply chain integration, Process of supply chain management, Strategic supply chain decisions, Managing logistic component of supply chain, Supply chain performance measurement, Trends
24-25	Managing Mass Communications: Developing and managing advertising program, Events and experiences, Public relations
26-27	Sales Promotions and Personal Selling: Sales Promotion, Tools for Consumer Sales Promotions, Tools for trade sales promotions, Personal selling, Relationship selling, Steps in selling process
28-29	Developing Marketing Strategies and plan: Corporate and division strategic planning, Business unit strategic planning
30-32	The Nature and content of marketing Plan: Marketing plan criteria, Role of Research, Role of relationship, From marketing plan to action

33-34	Trends and developments in marketplace: Social media marketing, Social media and integrated marketing communications, Creating and leveraging social media campaign, Evaluation and measurement of social media, Social media tools, Social media and mobile technology
35-36	Managing Holistic marketing organization for the long run: Socially responsible marketing, CSR, Socially responsible business models, Cause related marketing, Marketing implementation and control, Future of marketing