

Course Objective:

The rationale of this course is to provide solid foundation with an emphasis on creating superior value. There will be a focus on marketing concepts, marketing mix components, consumer markets, segmentation, positioning, new product development, Branding and confirm the long-term profitable customer relationships. This course will help students to analyze the environment, develop comprehensive ethical marketing plan, target market analysis and apply course concepts in real market to achieve the management goal.

Course details and lecture plan		
Chapter	One	Foundations of Marketing
Class	01	Definition of Marketing, Core Concepts of Marketing
Class	02	Scope of Marketing, Market and Marketing Mix
Class	03	Marketing Management Philosophies, Marketing Process
Class	04	Modern Functions of Marketing, Marketing System and Goals.
Chapter	Two	Marketing Environment
Class	05	The Micro and Macro Marketing Environment
Class	06	The Micro and Macro Marketing Environment
Class	07	Environmental Factors affecting consumer Decision- Making Process.
Class	08	Responding to the marketing environment.
Chapter	Three	Consumer Markets and Consumer Buying Behavior
Class	09	Definition of Consumer Market and Consumer Buying behavior, models of Consumer behavior
Class	10	Factors affecting Consumer behavior, Cultural, And Social
Class	11	Personal and psychological factors
Class	12	The Buying Decision process
Class	13	The buyers' decision Process/stages for new Products/ Services.
Chapter	Four	Market Segmentation, Targeting and Positioning
Class	14	Definitions, benefits, Bases and causes of Segment ting consumer and Business Market,
Class	15	Levels of market segmentation, Requirements of Effective Segmentation
Class	16	Evaluating Market Segments, Selecting Market Segments.
Class	17	Market Targeting, Evaluating and selecting target markets.
Class	18	Market Positioning, Strategies for market positioning, choosing a positioning strategy.
Chapter	Five	Product and Service
Class	19	Define Product, Levels of product, Classification of Product, Consumer Product and Industrial Product.
Class	20	New product development process, Product Decisions, Product Line and Product Mix Decisions, Product Life Cycle

Class	21	Meaning of Service, Characteristics of Service -marketing Strategies for Service Firms.
Class	22	Branding strategy: building strong brands
Chapter	Six	Price
Class	23	Definition, Objectives, Factors to be considered for pricing decision(Internal)
Class	24	Factors to be considered for pricing decision, General Pricing Approaches
Class	25	Product mix pricing strategies, Product Line Pricing Strategies, Price adjustment Strategies
Chapter	Seven	Place/Distribution
Class	26	Definition, Objectives, Functions, Importance, Types
Class	27	Channel Design Decisions, Channel Management Decisions
Class	28	Channel selection, Channel Behavior and Organizations
Class	29	Retailing, Wholesaling.
Chapter	Eight	Promotion
Class	30	Meaning, Importance, Objectives
Class	31	Promotion mix-advertising, personal selling
Class	32	Sales promotion, public relations,
Class	33	Direct Marketing, On-line Marketing.

Recommended Books:

1. Kotler, Philip & Armstrong, Gary (2017). Principles of Marketing, 17th Edition, Pearson
2. Stanton, J .William; Etzel, J. Michael, & Walker, J. Bruce (2007). Fundamentals of Marketing, 14th Edition, McGraw-Hill/Irwin

Participants Guideline:

- Quiz will be after every 04 (four) classes.
- Assignment will have to be submitted within agreed deadline.
- Minimum Two presentations will be during the semester.