

MASTER OF COMMERCE - FIRST SEMESTER
ADVANCED MARKETING MANAGEMENT

Code: **HC 1.4**

Contact Hours: 64

Credit Points: 4

Univ Code:

Work load: **4 hours per week**

Evaluation: Continuous Internal Assessment – **30 Marks**
Semester-End Examination – **70 Marks**

Objective: To familiarize with marketing concepts and its environment, function, career opportunities, and relationship between other subsystems of management.

Pedagogy: Lectures, assignments, seminars, group discussions and case studies etc.

Module 1: Marketing Management: Marketing concept, definitions and purpose of marketing-exchange process – origins of marketing – implications of marketing – functions within marketing – concept of marketing mix.

Module 2: Marketing Environment: Its nature – environmental analysis, dimensions of marketing environment – controllable factors – uncontrollable factors – competitors – suppliers – distributors – government – economy, technology – trends in marketing environment

Module 3: Consumer Behaviour and Market Segmentation: Consumer Behavior – meaning, Process, factors influencing on Consumer Behaviour, models. Concept of market segmentation- Bases for segmentation – advantages of segmentation-target market and market positioning.

Module 4: Strategic Marketing Management: Elements of strategic marketing management – process of strategic marketing management – and its advantages – product strategies – pricing strategies – promotional strategies and distribution strategies

Module 5: Recent Trends in Marketing: E-marketing, M-marketing, Social Media Marketing, Event Marketing, Concept of CRM, PRM, SRM, Virtual Marketing, Marketing Research.

Recommended Books

1. Philip Kotler, **Marketing Management-Analysis, Planning and Control**, Pearson.
2. Philip Kotler & Gary Armstrong, **Principles of Marketing**, Pearson Education.
3. Boyd and Westfall, **Marketing Research-Text and Cases**, Dreamtech Press.
4. Etzel, **Marketing**, Tata McGraw Hill Publications
5. Grewal, Lewis, **Marketing**, Tata McGraw Hill Publications
6. Evans and Berman, **Marketing**, Biztantra publications
7. S A Sherlekar, **Marketing Management**, Himalaya publications
8. Perrault, McCarthy, **Basic Marketing**, Tata McGraw Hill publications
9. Dwyer, **Business Marketing**, Tata McGraw Hill Publications
10. William. J. Stanton, Charles Futrell, **Fundamentals of Marketing**, Tata McGraw Hill.