

Devi Ahilya University, Indore, India Institute of Engineering & Technology				I Year M.E.(Industrial Engineering and Management) Full Time			
Subject Code & Name	Instructions Hours per Week			Credits			
IMR2E1 MARKETING MANAGEMENT	L	T	P	L	T	P	Total
	3	1	1	3	1	1	5
Duration of Theory Paper: 3 Hours							

Objective and Pre requisites: To build a strong foundation of Marketing concepts & to acquaint the students about the different Marketing Functions. To develop the skills of Marketing Strategies formulation & its implementation in an organization to maximize profits and improvement of Brand Image.

COURSE CONTENTS

UNIT-1

Introduction:

Tasks and philosophies of marketing MANAGEMENT, the marketing system and environment, system and environment, system approach to marketing. Marketing Organization, Organization of marketing department, responsibilities and functions of marketing managers, interaction of marketing in other functions.

UNIT-2

Marketing Research:

Scope and objective, planning and formulating marketing research projects, methods of collecting data, analysis and evolution of data, consumer behavior analysis, vendor analysis.

UNIT-3

Product Planning:

Product policy decision, life cycle innovation, product failure, introduction new products, product mix strategies, product portfolios management ,BCG GF-directional matrices, planning & budgeting for establishing and new products- MARMIX model.

UNIT-4

Sales Promotion and Advertising:

Role of promotion and advertising, type of promotion and advertising method, promotion and advertising appropriation, development and evaluation of advertising program.

UNIT-5

Distribution & Sales Function:

Importance of middlemen, types of distribution channel, channel design decisions, problems in channel determination and uses. Recruitment, selection, training, motivation and compensation of sales force, controlling and evaluating.

BOOKS RECOMMENDED:

- [1]. Kotler Philip, *Marketing management, planning, analysis and control*. PHI, 2001
- [2]. Cundiff, Still & Govoni, PHI. , 2003

LABORATORY EXPERIMENTS:

1. Case studies related to different philosophies of marketing concepts.
2. Case studies related to different marketing organizations.
3. Case studies related to marketing research approaches adopted by business organisation.
4. Case studies related to product development and planning by different organisation.
5. Case studies related to sales promotion and advertising practices of different organisation.
6. Case studies related to sales promotions practices of different organisation.
7. Case studies related to distribution approaches for different organization.