

School of Business, Public Policy and Social Entrepreneurship

Ambedkar University Delhi

Course Outline

Time Slot: MS 2017

Course Code: : SBP2MB122

Title: Marketing Management

Type of Course: Core (Compulsory)

Cohort for which it is compulsory: MBA

Cohort for which it is elective: NA

No of Credits: 2

Semester and Year Offered: Ist Semester (Slot 1) MS 2017

Course Coordinator and Team: Dr. Kartik Dave

Email of course coordinator: kartik@aud.ac.in

Pre-requisites: NA

Aim: Brief description of modules/ Main modules:

The objective of the course is to develop an understanding of the concepts, issues and strategies involved in marketing function.

Brief description of modules/ Main modules:

Unit 1: Introduction to Marketing Management

Unit 2: Marketing Challenges in the New Millennium and Social Marketing Concept

Unit 3: Segmentation of Customers

Unit 4: Understanding Consumers

Unit 5: Product Management

Unit 6: Pricing and Differentiation Strategies

Unit 7: Sales Promotion Concepts

Unit 8: Distribution and Public Relations

Unit 9: Digital Marketing

Assessment Details with weights:

- | | |
|------------------------------|------------------------------|
| 1. Case Analysis/Assignments | 20% (throughout trimester) |
| 2. Mid semester | 30% (4/5 th Week) |
| 3. End semester | 30% (8 th Week) |
| 4. Group Project | 20% (throughout trimester) |

Attendance: 80% attendance is mandatory

Reading List

- i. Aaker, D. A. (2008). *Strategic Market Management*. John Wiley and Sons.
- ii. Capon, N. and Singh, S.S. (2014). *Managing Marketing: An Applied Approach*, Wiley India.
- iii. Chaffey, D. and Ellis-Chadwick, F. (2012). *Digital Marketing*. Pearson Higher Ed.
- iv. Keller, K. L., Parameswaran, M. G., and Jacob, I. (2011). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, Pearson Education.
- v. Kotler, P., Keller, K., Koshy, A. and Jha M. (2013). *Marketing Management, 14th edition*, Pearson Education (Singapore) Pte.Ltd.
- vi. Percy, L. (2014). *Strategic Integrated Marketing Communications*. Routledge.
- vii. Sheth, J. N. and Sisodia, R. S. (2015). *Does Marketing Need Reform? : Fresh Perspectives on the Future*. Routledge.

Additional Reference

- i. Bernd H. Schmitt: *Experiential Marketing*, The Free Press
- ii. Nirmalya Kumar: *Marketing as Strategy*, HBS
- iii. Michael Treacy & Fred Wiersema: *The Discipline of Market Leaders*, Harper Collins
- iv. Michael Treacy: *Double-Digit Growth*, Penguin Portfolio
- v. Noel Capon: *The Marketing Mavens*, Crown Business
- vi. Dawn Iacobucci Ed: *Kellogg on Marketing*, John Wiley & Sons
- vii. Kapferer, Jean Noel: *The New Strategic Brand Management*, Kogan Page
- viii. Kevin Lane Keller: *Strategic Brand Management*; Pearson
- ix. David A. Aaker: *Building Strong Brands*; The Free Press
- x. David A. Aaker: *Brand Leadership*, Free Press
- xi. Stern, L. W., El Ansari, A. I. Coughlan, A. T.: *Marketing Channels*. Prentice Hall
- xii. Donald J. Bowersox: *Strategic Marketing Channel Management*, Tata McGraw-Hill