

## **COURSE OUTLINE**

**Prestige Institute of Management & Research, Gwalior**

**Term : JAN- JUNE 2023**

**MBA – Batch (2021-23)**

**Course: Marketing Management**

**Course Code: MBA 201**

**Credit: 4**

**Session Duration: 60 Minutes**

FACULTY (Name): Dr. Sneha Rajput

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Office Hours: 10.00 am-5.20 pm

Consulting Hours: 10.00 am-5.20 pm (other than class timings)

### **Course Objectives:**

The course highlights the core concepts, contexts, theories and practical implication of Marketing in real world. The students will also understand the broad spectrum of marketing decisions in companies and significance of Marketing as strategic and essential function in an organization business strategy.

### **Course Outcome**

On completion of the course, the students will be able to:

CO1: Demonstrate understanding of the marketing, its importance and marketing environment.

CO2: Critically analyze the concepts of marketing mix, product mix, and promotion mix and market segmentation.

CO3: Analyze the concepts of pricing and aspects related to distribution.

CO4: Evaluate the consumer buying motives and understand product life cycle.

CO5: Assess the organization's strategic, operational and tactical marketing decisions as well as social and mobile marketing concept. Course Pedagogy:

*Lecture, Case study, hands on analysis*

### **Course Readings:**

Prescribed Book(s): Kotler, Keller, Koshy and Jha (2000) Marketing Management: A south Asian perspective. McGraw Hill Education.

**Reference Book(s)**

- Deshpandé, & Farley. (1993). Corporate Culture, Customer Orientation, and Innovativeness in Japanese Firms: A Quadrant Analysis. *Journal of Marketing*, 57(1), 23-37.
- Grewal, & Levy. (2017). *Marketing* (5 ed.). McGraw Hill Education.
- Jaworski, & Kohli. (1993). Market Orientation: Antecedents and Consequences. *Journal of Marketing*, 57(3), 53-70.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14 ed.). Pearson.
- Prahalad, C. K. (2005). *The Fortune at the Bottom of the Pyramid*. Philadelphia: Wharton School Publishing.

**Course Evaluation Criteria:**

| Instruments                                   | Marks ( Sem 1) | Marks (Sem 2) | Marks (Sem 3) | Marks (Sem 4) |
|---|----------------|---------------|---------------|---------------|
| Mid Term Exam                                 | (20)           | (20)          | (20)          | (20)          |
| Quiz / Written Test                           | (4)            | (3)           | (5)           | (5)           |
| Case Analysis & Presentation                  | (3)            | (3)           | (3)           | (5)           |
| Story Telling                                 | (4)            |               |               |               |
| LTM   |                | (4)           |               |               |
| Class Presentation                            | (3)            | (3)           | (2)           | (3)           |
| Corporate Readiness & Personality Development | (2)            | (3)           |               |               |
| Class Room Attendance                         | (4)            | (4)           | (5)           | (2)           |
| Final MRP VIVA                                |                |               |               | (5)           |