

Name of College: S. R. Luthra Institute of Management						
Faculty	Management		Program	Master of Business Administration (M.B.A.)		
Year	I		Version	2.0		
Semester	1		Effective From	July 2026		
Course Code	MMBA22203	Course Name	Marketing Management (MM)			
Teaching Scheme				Examination Scheme		
Credits	Lecture (L)	Tutorial (T)	Practical (P)	CCE	SEE	Total
4	4	0	0	50	50	100

Course Outcomes:

CO	Students will be able to
CO1	<i>Explain</i> the fundamental concepts of marketing with clarity
CO2	<i>Analyze</i> Factors affecting consumer behaviour
CO3	<i>Evaluate</i> marketing strategies pertaining to segmentation, targeting, positioning, and competition.
CO4	<i>Evaluate</i> 4Ps of marketing
CO5	<i>Apply</i> marketing concepts

Mapping Course Outcomes to Program Outcomes:

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	-	-	-	1
CO2	3	2	-	-	-	3
CO3	3	3	2	-	2	3
CO4	3	3	3	3	3	3
CO5	3	1	1	2	3	3



Sr. No.	Module	Description	CO	Marks	Hours
1	I	Introduction to Marketing Management	1,2,5	12	15
		- Definition, Scope, Core Concepts: Consumer, Customer, Market, Needs, Wants, Demand, Satisfaction, Value - Marketing Mix - Holistic Marketing - Marketing as a value delivery process - Marketing Plan (in brief)			
		Understanding Consumer Markets			
		- Factors affecting consumer buying behavior - Consumer Buying Decision Process			
		Understanding Business Markets			
		- Business v/s consumer markets - Business Buying Decision Process (in brief)			
2	II	Segmentation	1,3,5	12	15
		- Bases of Segmenting Consumer Markets - Effective segmentation criteria			
		Targeting			
		Evaluating and selecting the market segments			
		Positioning			
		Developing and establishing Brand Positioning			
3	III	Dealing with Competition:	1,4,5	14	15
		- Competitive Strategies for: - Leaders - Challengers - Followers - Nichers			
		Developing Product Strategy			
		- Product levels - Product classification - Product system and mix - Product Line and Length decisions - Packaging, Labeling and Warranties			
		Product Life Cycle (PLC)			
		PLC Strategies			



		New Product Development			
		- Challenges - Process of New Product Development			
		Brand Management			
		- Definition - Brand elements - Role of brands - Brand Extensions - Benefits of Branding			
		Developing Services			
		- Definition - Categories - Distinctive Characteristics - SERVQUAL dimensions (in brief)			
		Pricing Decisions			
		- Consumer Psychology and Pricing - Steps in setting up the price			
4	IV	Managing Distribution Channels	1,4,5	12	15
		- Marketing Channels: - Role - Importance - Types of Intermediaries (Retailing, Wholesaling, Franchising) : Definition and Functions			
		Managing Marketing Communications			
		- Role of Marketing Communication - Steps in developing Effective Communication			
		Managing Mass Communications			
		- Advertising: 5 Ms, Types of Advertisements - Sales Promotions: Meaning, Consumer directed and Trade directed sales promotion - Events and experiential marketing: meaning and benefits - Public Relationship (PR): functions of PR, tools in marketing PR			
		Managing Personal Communications			



		• Direct Marketing: Direct marketing channels • Interactive Marketing: Meaning and benefits • Word-of-mouth: Platforms – Social media, Viral marketing, opinion leaders • Personal Selling: Major steps in effective selling			
--	--	---	--	--	--

References:

Books:	
1.	Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). <i>Marketing management: a South Asian perspective</i> . Pearson.
2.	Arun, K., & Meenakshi, N. (2013). <i>Marketing management</i> . Vikas Publishing House.
3.	Saxena, R. (2012). <i>Marketing management</i> . Tata Mc Graw Hill.
4.	Berger, J. (2016). <i>Contagious: Why things catch on</i> . Simon and Schuster, NY.
5.	Ries, A., & Trout, J. (2001). <i>Positioning: The battle for your mind</i> . McGraw Hill Education 2nd ed. Edition.
6.	Walter, E., & Gioglio, J. (2014). <i>The power of visual storytelling: How to use visuals, videos, and social media to market your brand</i> . Kindle Edition.
Newspapers / Magazines / Journals:	
1.	Journal of Marketing
2.	Economic Times – Brand Equity
Web Resources:	
1.	https://www.academyofindianmarketing.org/ - Academy of Indian Marketing

