

**Central University of Jammu**

**HRM & OB**

**Teaching Plan**

Course Name	<b>MARKETING MANAGEMENT</b>
Course Code	<b>PGHRM2C001T</b>
Course objectives	The purpose of this course is to develop understanding of the underlying concepts, strategies and issues involved in the marketing of products and services
Credit Hours	4
Lecture /Weeks	4
Semester	2 <sup>nd</sup>
Course In Charge	GOWHAR RASOOL
Grading	Mid Term 25% Continuous Assessment 25% Final exams 50%

	Text Book(s)		
<u>S.No</u>	<u>Title</u>	<u>Author</u>	<u>Publisher</u>
1	General principles of Marketing	Kotler, Philip & Armstrong	Pearson Publication
2	S. Marketing Management Planning and control	Ramaswami, V.S, Namakumari	MacMilian

	Topic	No. of Hours per week	Suggested readings
<b>Week1</b>	Nature, scope and tasks of Marketing.	2 hours	Chapter 1 ( Kotler 14e)
	Company Orientations towards the market place	1 hour	Chapter 2( Kotler 14e)
	Marketing Environment.	1 hour	Chapter 3 ( Kotler 14e)
	Case/ Tutorial	1 hour	Nike V/S Adidas ( 5 Forces Model)
<b>Week2</b>	Strategic Marketing Planning.	2 hours	General Reading
	Marketing Mix	1 hour	Chapter 1 ( Kotler 14e)
	Case/ Tutorial	2 hours	Burger King ( Ivey Publication I)
<b>Week3</b>	Marketing Mix :Product	1 hour	Chapter 1 ( Kotler 14e)
	Marketing Mix : Price	2 hours	Chapter 1 ( Kotler 14e)
	Marketing Mix : Place	1 hour	Chapter 1 ( Kotler 14e)
	Case/ Tutorial	1 hour	Burger King ( Ivey Publication II)
<b>Week4</b>	Marketing Mix : Promotion	2 hours	Chapter 1 ( Kotler 14e)
	Marketing Information System	1 hour	Chapter 3 ( Kotler 14e)
	Case/ Tutorial	2 hours	----
<b>Week5</b>	Marketing Intelligence: Marketing Research.	1 hour	Chapter 3 ( Kotler 14e)
	Value Chain	1 hour	Chapter 4 ( Kotler 14e)
	Customer Value Creation	1 hour	Chapter 4 ( Kotler 14e)
	Case/ Tutorial	2 hours	Nerali Hotels and Resorts ( Harvard Case)

Week6	Customer Value Delivery	2 hours	Chapter 4 & 14 ( Kotler 14e)
	Using Co-Creation for Value Creation	1 hour	Chapter 4 & 14 ( Kotler 14e)
	Case/ Tutorial	2 hours	Nerali Hotels and Resorts ( Harvard Casell)
Week7	Introduction to Consumer Markets	2 hours	Chapter 5 ( Kotler 14e)
	Difference between Consumer and Industrial Markets	2 hours	Chapter 5 & 6 ( Kotler 14e)
	Case/ Tutorial	1 hour	Net Promoter & Customer Satisfaction
Week8	Market Segmentation.	2 hours	Chapter 7 ( Kotler 14e)
	Targeting	1 hour	Chapter 7( Kotler 14e)
	Case/ Tutorial	2 hour	Net Promoter & Customer Satisfaction II
Week9	Positioning.	1 hour	Chapter 9 ( Kotler 14e)
	Product Decisions – Product Mix.	2 hour	Chapter 11 ( Kotler 14e)
	.Product Line Length and Width	1 hour	Chapter 11 ( Kotler 14e)
	Case/ Tutorial	2 hour	Matabical ( Harvard Case I)
Week10	Managing Product Portfolio	1 hour	Chapter 11 ( Kotler 14e)
	Product Decisions – Product life cycle	1 hours	Chapter 8 & 11 ( Kotler 14e)
	New Product development	1 Hour	Chapter 8 & 11 ( Kotler 14e)
	Case/ Tutorial	2 hours	Matabical ( Harvard Case II)
Week11	Branding – strategies.	2 hours	Chapter 9 & 10 ( Kotler 14e)
	Packaging decisions	1 hour	Chapter 9 & 10 ( Kotler 14e)
	Case/ Tutorial	2 hours	General Reading
Week12	Pricing: Factors affecting pricing Decisions	1 hour	Chapter 13 ( Kotler 14e)
	Pricing: New trends in Pricing	1 hour	Chapter 13 ( Kotler 14e)
	Pricing Strategies.	2 hours	Chapter 13 ( Kotler 14e)
	Case/ Tutorial	1 hour	Virgin Mobile ( Harvard Case) I
Week K13	Promotion :Decisions – Promotion Mix	1 hour	Chapter 13 ( Kotler 14e)

	Promotion: Advertising Models.	1 hour	Chapter 16 ( Kotler 14e)
	Promotion: Sales Promotion	1 hour	Chapter 16 ( Kotler 14e)
	Case/ Tutorial	2 hours	Virgin Mobile ( Harvard Case) II
Week14	Promotion: Publicity	1 hour	Chapter 16 ( Kotler 14e)
	Personal selling.	1 hour	Chapter 16 ( Kotler 14e)
	Public Relations	1 hour	Chapter 16 ( Kotler 14e)
	Case/ Tutorial	2 hour	Predictive Analytics Using Facebook
Week15	Channel Management – Channel types, functions and levels	2 hours	Chapter 14 ( Kotler 14e)
	Selecting, training Channel Members	2 hours	Chapter 14 ( Kotler 14e)
	Case/ Tutorial	1 hour	Vanca : Ecommerce StarupI( Harvard)
Week16	Motivating Channel Members	1 hour	Chapter 14 ( Kotler 14e)
	Channel Cooperation	1 hour	Chapter 14 ( Kotler 14e)
	Conflict Management.	1 hour	Chapter 14 ( Kotler 14e)
	Vertical Marketing- Implementation and Systems	1 hour	Chapter 14 ( Kotler 14e)
	Case/ Tutorial	1 hour	Vanca : Ecommerce Starup II ( Harvard)
Week17	New Channels : E-tailers	1 hour	Chapter 15 ( Kotler 14e)
	Consumer Behavior	1 hour	Chapter 5 ( Kotler 14e)
	Factors Influencing consumer behavior	1 hour	Chapter 5 ( Kotler 14e)
	Buying decision process	1 hour	Chapter 5( Kotler 14e)
	Case/ Tutorial	1 hour	Discussion
Week18	Theories of consumer decision making	1hour	Chapter 5 ( Kotler 14e)
	Participant's in Buying process	1 hour	Chapter 5 ( Kotler 14e)
	Stages in buying process.	1 hour	Chapter 5 ( Kotler 14e)
	Digital /Web Marketing, Social media marketing	1 hour	Handout
	Case/ Tutorial	1hour	Contemporary Case on SMM