

# CENTRAL UNIVERSITY OF JAMMU

## DEPARTMENT OF MARKETING AND SUPPLY CHAIN MANAGEMENT

### Lecture Plan

**Course Title: Essentials of Marketing Management**

**Faculty: Dr. Anju Thapa**

**Semester: I**

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**Program: MBA (SCM)**

**Subject Code: PGSCM1C002T**

**Academic Year: 2016**

	<b>No. of Lectures</b>	<b>Name of the Topic</b>
Unit-I	1	Nature, scope and importance of marketing
	1	Marketing process
	2	Marketing management philosophies,
	2	Value chain
	2	Creating customer value, satisfaction and loyalty
	2	Environmental scanning
	2	Contemporary issues in CRM, e-marketing, green marketing
	2	Marketing Research : Concept, relevance and role of marketing research
	1	Marketing Research Process
	1	Case Study
Unit-II	3	Market Segmentation : Concept and importance of marketing segmentation
	1	Bases of marketing segments
	1	Market Segmentation Process
	2	Factors for evaluating Market Segments
	2	Selection and importance of Target Markets
	2	Concept of Positioning, Elements of Positioning
	1	Criteria for successful Positioning
	1	Case Study
Unit-III	2	Consumer Behaviour : Concept of consumer behaviour, factors influencing consumer behaviour
	2	Buyer decision process
	2	Consumer psychology- industrial behaviour vs domestic buyer behaviour
	2	Consumer value and satisfaction
	1	Case Study

Unit-IV	2	Marketing Mix: Concept of marketing mix
	2	Definition of each of 4Ps, components of each P
	1	Extended 7Ps for services
	1	Significance of marketing mix in the competitive environment
	2	Marketing Planning: Concept of marketing planning, elements and objectives of market plan
	2	Developing marketing plan for variety of goods and services
	1	Case Study
Unit-V	1	Marketing Organisations: Concept, Types
	2	Functional organisation, product focused organisation, geographic organisation, customer based organisation, matrix organisation
	2	Organisation structure for a wide customer orientation
	2	Market evaluation and control: Process, need and significance of marketing control
	2	Marketing audit
	1	Social responsibility of marketing organisation
	1	Case Study
<b>Total No. of lectures</b>	<b>60</b>	