

SEMSETER- II

GANPAT UNIVERSITY										
FACULTY OF MANAGEMENT STUDIES										
Programme	MBA		Branch/Spec.		Business Analytics					
Semester			II			Version	2.0.0.0			
Effective from Academic Year				2022-23		Effective for the batch Admitted in			June 2022	
Subject code		IIA01MMA		Subject Name		MARKETING MANAGEMENT AND ANALYTICS				
Teaching scheme						Examination scheme (Marks)				
(Per week)		Lecture(DT)		Practical(Lab.)		Total		CE	SEE	Total
	L	TU	P	TW						
Credit	4	0	0	0	4	Theory	60	40		100
Hours	4	0	0	0	4	Practical				
Pre-requisites:										
Objectives: This course develops the student’s basic analytical skills, conceptual abilities, and substantive knowledge in marketing through exercise in decision making in a variety of real-life marketing situations. It is intended to be foundation for those who plan to do further work in marketing in the second year. It is also designed to serve as a terminal course for those not intending to specialize in marketing.										
Course Outcome:										
CO-1: Students will understand scope of marketing and various concepts of marketing management.										
Co-2. It helps students to learn and understand Various bases of segmentation, identifying target market and positioning through various case studies and role plays.										
Co-3. It will help students to learn and understand how companies draft their marketing mix, branding and pricing strategies. Students will be able to analyse product life cycle various organizations through case study method.										
Co-4. Students will be able to understand various concepts of promotion mix such as advertising, personal selling, direct marketing. They will also be able to analyse the strategies by corporate for competitive advantage.										
CO-5: The students will be able to learn various innovative concepts to develop marketing strategies for challengers, followers and niches. Students will be able to Design and manage global marketing strategies.										
CO-6: The students will be able to learn various emerging trends such as rural marketing, customer relationship management and services marketing. Role play method can be used to make students understand the concept in an easy way.										
Theory syllabus										
Unit	Content									Hrs
1	Nature and Scope of Marketing, Marketing Management-Concepts & Philosophy, Marketing Research – Objectives and Process, Consumer Buying Behavior									08
2	Market Segmentation, Targeting and Positioning, Segmenting: Bases and Process, Target Market Selection, Positioning-Nature and Importance									08
3	Product Decisions: New Product Development, Product Mix, Branding and Packaging Decisions, Product Life Cycle & Strategies, Product Differentiation Strategies. Pricing Decisions-Objectives, process and strategies									08

Note: Version 1.0.0.0 (First Digit= New syllabus/Revision in Full Syllabus, Second Digit=Revision in Teaching Scheme, Third Digit=Revision in Exam Scheme, Fourth Digit= Content Revision) L=Lecture, TU=Tutorial, P= Practical/Lab., TW= Term work, DT= Direct Teaching, Lab.=Laboratory work
CE= Continuous Evaluation, SEE= Semester End Examination

4	Promotion: Integrated Marketing Communication; Mass Communication-Advertising, Sales Promotion, Events & Public Relations; Personal Communication, Personal Selling and Direct Marketing, Digital Communication-Online, Social Media and Mobile. Place: Channels of Distribution-Levels and Types and functions of Channels	08
5	Developing Marketing Strategy for Market leader, Challenger, Follower and Nicher; Global Marketing Strategies; Rural Marketing; Customer Relationship Management	08
6	Retail Analytics Customer Analytics Overview; Quantifying Customer Value. Using Stata for Basic Customer Analysis. Predicting Response with RFM Analysis, Statistics Review, Logistic Regression, Neural Networks and Decision Trees.	10
7	Digital Retail Analytics The digital evolution of retail marketing, Digital natives, Constant connectivity Social interaction, Predictive modelling, Keeping track, Data availability, Efficiency optimization.	10
Practical content		
Reference Books		
1	Kotler, Philip, "Marketing Management: Analysis, Planning, Implementations and Control", Pearson Education, New Delhi, Latest Edition.	
2	SaxenaRajan, "Marketing Management", Tata McGraw Hill, New Delhi , Latest Edition.	
3	Stanton William J., "Fundamentals of Marketing", McGraw Hill, Latest Edition.	
4	Kotler, Philip and Armstrong, Graw. "Principles of Marketing", Pearson Education, New Delhi 2004.	
5	Neelamegham, S., "Indian Cases in Marketing", Vikas Pub. New Delhi.	
6	Bull, Victor P., "Marketing Management: A Strategic Planning Approach", McGraw Hill, New York.	
7	Czinkota, M.R., "Marketing Management", Pearson Education Asia, New Delhi 2004.	
8	Michael, J. E., Bruce, J. W. and Williom, J. S., "Marketing Management", Tata McGrawHill, New Delhi, 13 th Edition, 2004.	
9	Louis E. Boone and David L. Kurtz, "Contemporary Marketing". Harcourt Collye Publishers, 2001.	
10	Douglas, J. Darymple& Leonard J. Parsons, "Marketing Management: Text and Cases", Seventh Edition, John Wiley and Sons, 2002.	
11	Pride, William, M., and O.C. Ferrell, "Marketing: Concepts and Strategies", Biztantra, New Delhi, 2005.	
12	Kotler, P., Keller, K. L. ,Koshy, A., Jha, M. Marketing Management: A South Asian Perspective. New Delhi: Pearson Education , 14th edn.,2013	
13	Ramaswamy, V. S., Namakumari, S. Marketing Management Global Perspective, Indian Context. New Delhi: Macmillan India Limited. 3rd edition, 2009	
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