

# Marketing Management

## Code: MRKT 231

**Course Name:** Marketing Management  
Core

**Course Type:**

**Pre-Requisite:**  
Concentration

### **Course Level:**

<b>Year 1: Semester</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer</b>
<b>Year 2: Semester</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer</b>
<b>Year 3: Semester</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer</b>
<b>Year 4: Semester</b>	<input type="checkbox"/>	<b>Semester 1</b>	<input type="checkbox"/>	<b>Semester 2</b>	<input type="checkbox"/>	<b>Summer</b>

**Course Description:** This course deals with the introductory aspects of Marketing Management. It is meant to prepare a foundation for the students, which will help them to peruse further study in the field of marketing.

### **Course Objective:**

To familiarize with the basic concepts and technology of marketing management.

### **Learning Outcomes:**

On completion of this course, one can get the basic idea about the marketing and its components.

### **Skills to be developed throughout the Course:**

Students will develop their analytical and oral communication skills via case study work carried out in seminar sessions. Information technology and written communication skills will be developed when completing the written assignment which will also test student's creative skills and their abilities to present theoretical information in practical situations.

Students are encouraged to make use of IT facilities particularly web sites to support research and reading.

## **Learning Resources:**

### **1. Text Books**

<b><u>Author</u></b>	<b><u>Title</u></b>	<b><u>Publisher</u></b>	<b><u>Year</u></b>
Philip Kotler	Marketing Management	Prentice Hall Publications	2008
Frank Bradely	Marketing Management	Prentice Hall, London	2007
Willian D Peraeault	Basic Marketing- A Global Managerial Perspective	Irwin McGrew Hill	2007

### **2. e- Library Reserves**

- <http://www.emeraldinsight.com/insight>
- <http://www.allbusiness.com>

### **3. Internet**

- **Ebsco Business Source Premier:** A database containing several hundred key business and management journals with full text articles updated daily.
- **Courseware:** Specific research support resources and documents, selectively posted to complement and build upon materials available in proctor's methodological text. Such documentation will typically be posted regularly.  
[www.marketing.glenco.com](http://www.marketing.glenco.com)  
[www.decalibrary.org](http://www.decalibrary.org)  
[www.ncpublicschools.org](http://www.ncpublicschools.org)  
[www.mark-ed.com](http://www.mark-ed.com)

### **4. Journals**

1. Economist
2. European Journal of Marketing
3. European Management Journal
4. Journal of Marketing
5. Marketing Week
6. Harvard Business Review

**Delivery and Teaching Strategy:** (Lecture, Online, Physical, blended, self directed through CD, web based courses and DVD)

**Methods of Instruction:** It would be based on Lecture, demonstration and assignment review. Questions are encouraged and participation is expected.

### **Assessment Strategy:**

- a. First Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- b. Second Mid Term Exam: 20 Marks to be held on.....Day,.....Month, 20..
- c. Attendance, Participation & Assignment: 10 Marks
- d. Final Exam: 50 Marks
- e. Total: 100 Marks

**Syllabus Change Policy:** This syllabus is a guide for the course and is subject to change with advanced notice.

<b>Course Contents:</b>
Marketing Management – Concept and Objectives, Distinction between Marketing and Selling.
Marketing Functions;
1. Product
2. Price
3. Place
4. Promotion
An over view of Marketing of Service
Ethics in marketing