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SIDDHARTHA INSTITUTE OF TECHNOLOGY
(Autonomous)
Kanuru, Vijayawada – 520 007
(AICTE approved, NBA accredited and ISO 9001:2008 certified Institution)
(Permanent affiliation to JNTUK, Kakinada)
(Effective for students admitted into first year MBA in 2012-13)

BA2T3- Marketing Management

- Unit 1- Introduction to Marketing:** Concepts & evolution- Indian Marketing Environment- Role and functions of the Marketing Department; Market research: Concepts in demand- Market research – Forecasting and measurement – Market data analysis.
- Unit 2- Understanding the Consumer & Industrial Markets:** Market segmentation- Targeting & positioning functional strategies – Identification of market segments - Marketing strategies.
- Unit 3- Product Management:** Product life cycle- Product mix and line – Branding and classification. New product development- Market testing- Commercialization. Pricing strategy: Factors influencing the pricing- Responses to competitor's price changes.
- Unit 4- Sales Promotion and Distribution Management:** Promotional mix – Communication strategies; Channel function and flows- Channel levels- Channel management decisions.
- Unit 5- The growth and trends in Wholesaling & Retailing:** Nature and Significance - concepts – types– store management and merchandising – Contemporary issues in marketing- Green Marketing- Consumerism.

Relevant cases have to be discussed in each unit.

Text Books

1. Phillip Kotler: “Marketing Management”, 11/e, Pearson Publishers, New Delhi, 2003
2. Rajan Saxena: “Marketing Management, Tata McGraw Hill, New Delhi, 2008.

Reference Books

1. Boone and Kurtz: “Principles of Marketing “, Cengage Learning, New Delhi.
2. Chhabra T.N., Grover SK: “Marketing Management”, Dhanpat Rai and Co., New Delhi, 2009.
3. Etzel, Walker, Stanton & Pandiy: “Marketing Concepts & Cases”, Tata McGraw Hill, New Delhi.
4. Govindarajan M.: “Marketing Management, Concepts, Cases, Challenges and Trends”, PHI Private Limited, New Delhi, 2007.
5. Karunakaran: “Marketing Management”, Himalaya Publishing House, Mumbai.
6. Lamb I Hair, Sharma and Mc Daniel, “MKTG”, Cengage Learning, New Delhi, 2012.
7. Paul Baines, Chris Fill, Kelly Page: “Marketing”, Oxford University Press, New Delhi, 2009
8. Ramaswamy VS, Namakumari S, “Marketing Management”, Macmillan, New Delhi, 2003.