



Marketing Management I
Dr R.C.Natarajan and Dr Samar Sarabhai
MB2403, Term I of 2018-20 Batch

Syllabus

The Course Learning Outcomes (COs): On completion of the course the students will be able to:-

- CO 1.** Identify the Marketing Problem faced by an organization and describe it in terms of specific concepts in Marketing (PO 6)
- CO 2.** Carry out environmental analysis and relate its implications to the organization's business (PO 7)
- CO 3.** Perform SWOT Analysis and arrive at Strategic Focus Areas (PO 8)
- CO 4.** Prepare Marketing Solutions through Marketing Mix to achieve a Strategic goal and enhance employability skills (PO 8)

A Syllabus

According to Peter Drucker, *Marketing is Business*. Closer home, if we study carefully the business communities in India such as Marwaris, Gujarathis, Jains, Shettys, Chettiyars and Ismailis, we learn that their success in business is essentially due to two major factors: (1) customer orientation and (2) valuing money. Marketing Management is a course that aims to **introduce** the students to these aspects at a primary level so that, over the two years in MBA, they assimilate and integrate other aspects of management effectively to carry out business successfully. ***This is an introductory course.***

B. Text Books:

For the purpose of classroom relevance, the textbook referred to is

MARKETING: AN INTRODUCTION by Gary **Armstrong**, Philip **Kotler** and Marc Oliver **Opresnik**, 13/e, 2017, Pearson (refer last column of the Session-Plan in this course-outline)

In addition, students are encouraged to read the respective chapters either before or after the class sessions of the following books for augmenting their knowledge.

- **MARKETING** by Paul Baines, Chris Fill, Kelly Page & Piyush Sinha, 2013, OUP
- **MARKETING** by Dhruv Grewal & Michael Levy, 5/e, 2017, McGraw-Hill
- **MARKETING MANAGEMENT** by S. Namakumari & V.S. Ramaswamy, 5/e, Macmillan

