



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE

Basics of Marketing Management

Course Learning Outcomes:

On successful completion of the module students will be able to:

1. Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
2. Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
3. Describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning;
4. Apply principles to create a marketing strategy which optimizes the marketing mix taking segments, targeting and positioning into account.
5. To understand how different situations in the competitive environment will affect choices in target marketing.

Gist of this course in maximum 3 to 4 lines

This course offers a complete introduction to professional marketing thought and action. The course explains the nature and purpose of marketing, followed by the fundamentals of each of the most important marketing tasks. It analyses the business need for customer orientation, the evaluation of markets and the targeting of market opportunities

Detailed syllabus

Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	<p>1. <u>Title of the Topic:</u> Core Concepts in Marketing</p> <p>1.1. Concepts: Need, Wants, & Demand, Market, Marketing, Product, Value and Satisfaction in marketing, Exchange and Transaction.</p> <p>1.2. What is marketing, Who Markets. Criticism Against Marketing in current times, Disruption of the times: Various factors Impacting Marketing.</p> <p>1.3. Levitt and Drucker on the Difference between Selling and Marketing.</p> <p>1.4. Adapting Marketing to New Liberalized Economy – Digitalization, Customization and Artificial Intelligence</p> <p>1.5. Changing Marketing Dynamics: Internet Marketing, Social Media Marketing, Mobile Marketing, IoT., Big data</p>	12
2.	<p>2. <u>Title of the Topic:</u> Studying Marketing Environment in 21st Century</p> <p>2.1. Insight into Marketing Environment: Introduction, Nature and Scope of Environment.</p> <p>2.2. Task Involved in Environment Analysis:</p>	14

	<ul style="list-style-type: none"> • Spotting the Opportunities and Threats • Developing the Opportunity –Threat Profile <p>2.3. Components of the Marketing Environment to be Analyzed:</p> <ul style="list-style-type: none"> • Mega and Macro Environment. <p>2.4. Three Break-out Developments on The Environment Front:</p> <ul style="list-style-type: none"> • The Overarching Influence of Tech Giants. • The creeping De-globalization Trend. • The Digital Revolution. 	
3.	<p>3. <u>Title of the Topic: Market Segmentation and Targeting</u></p> <p>3.1 What does Market Segmentation mean? What does It do?</p> <p>3.2 Why Segment the Market? Attributes of Effective Segments, Levels of Market Segmentation, Approaches of Segmenting markets, Segmentation methods using different bases, Market Gridding.</p> <p>3.3 Value Segmenting: Segmenting for Maximizing Customer Value:</p> <ul style="list-style-type: none"> • Value Segmenting would ensure ‘Consumer Centricity’ in Marketing • Would take Segmentation to a higher level. • Would facilitate Deep Differentiation. <p>3.4 Choosing the Target Market:</p> <ul style="list-style-type: none"> • Market Selection. • Evaluation of the Segments. • Wrong Targeting renders strategy ineffective. • Market Targeting: An Integral part of Marketing Strategy. <p>3.5 Generational Marketing: How to Target Millennials, Gen X, & Baby Boomers</p>	14
4.	<p>4. <u>Title of the Topic: Differentiation and Positioning Market Offering.</u></p> <p>4.1. Gaining Distinction through Value Addition: The Purpose.</p> <ul style="list-style-type: none"> • What is Differentiation? • What does Differentiation Do? How does it help the firm? • The Path to Strategic Marketing. <p>4.2. The Various Routes to Differentiation:</p> <ul style="list-style-type: none"> • Product: Ingredients/Formula/Process. • Functional Features. • Design/Styling/Variety • Customer Experience Associated with the Product <p>4.3. Conditions for Differentiation to become effective</p> <p>4.4. What is Positioning? Why is Positioning Important? The Tasks in Positioning, Product Positioning and Brand Positioning. Issues in Product and Brand Positioning.</p> <p>4.5. Perceptual Mapping for studying Positioning Possibilities, Repositioning.</p>	14
	Total Number of Lectures	54