

Chanakya National Law University, Patna
B.B.A., LL.B. (Hons.) 2022-23; SEMESTER- V

Course Title: Marketing Management

Course Overview

The curriculum is designed to focus on the understanding of marketing concepts and application by the students. The course analyses the business need for customer orientation, the evaluation of markets and the targeting of market opportunities. The course deals with the interdisciplinary application of law to marketing through case studies from different fields of marketing.

Module one deals with Introduction, nature & scope of marketing

Module two focuses on decisions related to product

Module three deals with decisions related to product

Module four covers decisions related to promotion mix

Module five deals with decisions related to place

Module six deals with contemporary issues

Learning Outcomes

The course aims to familiarize the students with the marketing function & concept of marketing mix & study the marketing mix of some companies operating in India and world.

On completion of the course, students will be able to:

1. Understand the marketing concept and application of marketing concepts.
2. Analyse the current marketing trends and their relevance in solving cases related to marketing practices followed by different firms
3. Apply the learnings in in practical context.

List of Topics/ Modules

Topic/ Module	Contents/ Concepts	Sessions / Lectures
Module I: Introduction (Nature & Scope of Marketing)	<ul style="list-style-type: none"> • Core marketing concepts. • Evolution of marketing. • Portfolio approach-BCG matrix. • Marketing Environment: demographic, economic, political, legal, socio cultural, technological environment. • Segmentation Targeting and Positioning: Levels of market segmentation, basis for segmenting consumer markets, difference between segmentation, targeting and positioning. 	1-10
Module II: Product Decision	<ul style="list-style-type: none"> • Concept of PLC • PLC marketing strategies, • Product classification • Product line & product mix decision • New product development, branding decisions, packaging & labelling. 	11-20
Module III: Pricing Decision	<ul style="list-style-type: none"> • Determinants of price, pricing methods (non-mathematical treatment). • Adapting Price (Geographical pricing, promotional pricing and differential pricing). 	21-30
Module IV: Promotion Mix	<ul style="list-style-type: none"> • Factors determining promotion mix, promotional tools – basics of advertisement, sales promotion, public relations & publicity and personal selling. 	31-40
Module V: Place (Marketing channel)	<ul style="list-style-type: none"> • Channel functions, channel levels, types of 	41-50

	intermediaries (types of retailers, types of wholesalers).	
Module VI: Contemporary Issues	<ul style="list-style-type: none"> • Consumerism, Green marketing, Digital marketing, Social media marketing. 	51-60

Recommended/Reference Text Books and Resources:

Text Books

- Marketing Management by Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth. 16th Edition. Publisher - Pearson
- Principles of Marketing by Philip T. Kotler, Gary Armstrong, et al. 17th Edition. Publisher- Pearson
- Principles of Marketing Asian Perspective with MyMarketingLab, Global Edition by Philip T. Kotler, Gary Armstrong, et al. 17th Edition. Publisher Pearson
- Principles of marketing by Kurtz & Boone
- Marketing Management by Evans & Burman

References

- Positioning: The Battle for Your Mind by Al Ries, Jack Trout
- Marketing by William G. Zikmund and Michael D'Amico
- Ogilvy on Advertising, David Ogilvy
- Confessions of an Advertising Man
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Web Resources

- Ice cream vs frozen dessert: Summer war between HUL and Amul heats up, again. https://www.business-standard.com/article/companies/ice-cream-vs-frozen-dessert-summer-war-between-hul-and-amul-heats-up-again-117070800614_1.html#:~:text=So%20what's%20the%20difference%20between,in%20frozen%20desserts%2C%20say%20manufacturers.
- Is the FMCG major as litigious as it seems to be or is lawyering up its last resort? Economic Times. <https://economictimes.indiatimes.com/industry/cons-products/fmcg/britannia-drags-itc-to-court-alleging-trademark-infringement/articleshow/79781136.cms?from=mdr>
- Other web resources will be shared as the course proceeds.

Instructor Details

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