

**Faculty: Dr. Md. Safiullah**

**Subject: Marketing Management**

**Semester: 3<sup>rd</sup>**

**Objectives:** The course aims at making students understand concepts, philosophies, processes and techniques of marketing management from Law perspective.

**Learning Outcomes of the course:**

To comprehend the basics of marketing and relate them to real world situations

To identify 4P's of marketing management.

To evaluate various decisions involved in developing marketing programs.

To understand Emerging Trends and Issues in marketing practices.

To understand Legal and Judicial perspective on organization marketing related activities.

**Unit I: Introduction to Marketing**

**(10 Hrs)**

**Procedure:** Lecturing and Explain with illustrations

**Learning outcome (output):** *Students will be able to understand the fundamental concepts of marketing management.*

Meaning, Importance and Scope of Marketing

Core Marketing Concepts

Marketing Philosophies

Concept of Marketing Mix

Marketing environment

Market segmentation

Targeting and positioning

**Unit II: Product Planning and Pricing**

**(15 Hrs)**

**Procedure:** Lecturing and Case study method

**Learning outcome (output):** *Students will be able to understand the fundamentals of Product and Price.*

Product Concept

Types of Products

Major Product Decisions

Product Life Cycle

New Product Development Process

Pricing Decisions

Determinants of Price

Pricing Process

Policies and Strategies

### **Unit III: Promotion and Distribution decisions**

**(10 Hrs)**

**Procedure:** Lecturing and Case study method

**Learning outcome (output):** *Students will be able to understand the fundamentals of Promotion and Channel of distributions.*

Communication Process

Promotion tools; Advertising, Personal Selling, Publicity and Sales Promotion;

Distribution Channel Decisions-Meaning& importance, types of channel, Functions of Intermediaries, Selection and Management of Intermediaries.

### **Unit-IV: Emerging Trends and Issues in Marketing**

**(10Hrs)**

**Procedure:** Lecturing and discussion

**Learning outcome (output):** *Students will be able to understand Emerging Trends and Issues in marketing practices.*

Consumerism, Rural Marketing, Social Marketing

Direct Marketing

Green Marketing

Digital Marketing – Online and Social Media Marketing.

Marketing Ethics

**Unit V:Legislative and Judicial perspective on marketing activities (15 Hrs)**

**Procedure:** Case study, Lecture discussion, Debate, Assignment and Presentation.

**Learning outcome (output):** *Students will be able to comprehend judicial perspective on 4Ps of marketing management.*

Court judgment on product related issues

Court judgment on price related issues

Court judgment on distribution related issues

Court judgment on promotion related issues

**Basic Texts:**

Kotler, P., Keller, K. L., Ang, S. H., Tan, C. T., & Leong, S. M. (2018). Marketing management: an Asian perspective. Pearson.

Kotler, P., Keller, K.L.(2016). Marketing Management.15th edition. New Delhi, India: Pearson Education.

**Reference Books:**

Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0: Moving from traditional to Digital. New Jersey, USA: Wiley & Sons

**Other reading material:**

Goi, C. L. (2009). A review of marketing mix: 4Ps or more. International Journal of Marketing Studies.Vol 1, No. 1