

MBA102: MARKET SCIENCE

Teaching Scheme	Examination Scheme
Lectures: 4 hrs./Week Tutorials: 1 hrs./Week Credits: 4	Class Test -12Marks Teachers Assessment - 6Marks Attendance – 12 Marks End Semester Exam – 70 marks

Course Objectives:

- Assess market opportunities by analyzing customers, competitors, collaborators, context, and strengths and weaknesses of a company.
- Develop effective marketing strategies and skills to achieve organizational objectives.
- To apply key marketing terms and concepts to complex business situations.
- To utilize a framework for understanding the marketing challenges faced by organizations doing business around the world.

Hours: 40

UNIT I (8 Hrs): Marketing for 21st Century; Genesis of marketing; Core Marketing Concepts; Marketing Mix elements; Marketing & Customer Value; New Marketing Realities; Breakthrough Marketing; Scanning the marketing environment; Dealing with competition.

UNIT II (10 Hrs): Developing Marketing Strategies and Plans; Conducting Marketing Research and Forecasting Demand; Identifying Market Segments and Targets; Crafting the product positioning; Analysing Consumer markets and Business markets; Setting Product Strategies; Creating Brand Equity.

UNIT III (12 Hrs): Price Vs Value; Developing Pricing Strategies and Programmes; Distribution Vs Convenience; Designing and managing Integrated Marketing Channels- Marketing Channels and Value Network; Managing Retailing, Wholesaling and Logistics.

UNIT IV (10 Hrs): Communicating Value- Designing and Managing Integrated marketing communication; Managing Mass Communications: Advertising, Sales Promotion, PR, Events & Experience; Managing Personal Communications- Direct and Interactive marketing, Personal selling emerging issues in marketing; Tapping in to Global Markets; Social Media Marketing.

SUGGESTED READINGS:

Text Books:

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Namakumar S, 5/e, McGrawHill Education Publishers, 2015.
3. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
4. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.

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