

**Course plan for MB451 MARKETING MANAGEMENT
2017-18**

Final Year - Global Elective – Marketing Management

Total number of Sessions Planned : 45

Course Faculty : Dr.J.Sivasubramanian, Assistant Professor(TF), DoMS, NIT, Trichy

Course Objective and Outcome :

To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.

S.No.	Session	Syllabus Coverage
1	1-9	Unit 1
2	10-18	Unit 2
3	19-27	Unit 3
4	28-36	Unit 4
5	37-45	Unit 5

Internal 50 Marks Consists of Cycle Test: 20 Marks Assignment : 5 Marks

External: End Semester Exam : 50 Marks

List of Case Studies:

S.No.	Title	Source
1.	Market Segmentation	Maruti Udyog Ltd.
2.	Target Marketing	Starbucks
3.	New Product Development	P&G
4.	Market Positioning	Hero Moto Corp
5.	Branding	Unilever
6.	Promotion mix	McDonalds
7.	Advertising	ITC

Required and Recommended Readings:

1. Philip Kotler, "Marketing Management", 14th Edition, Pearson Prentice Hall, 2011
2. Ramaswamy V.S and Namakumari .S, " Marketing Management: Planning, implementation and control", 2nd Edition, Macmillan, New Delhi, 1997
3. Michael J. Etzel, Bruce J. Walker, William J. Stanton, Ajay Pandit, "marketing – concepts and cases", special Indian edition, McGraw Hill
4. Zikmund d Amico, "The power of Marketing" , 7th edition, South Western , Thomson Learning Publications, 2006.