

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

NAME OF DEPTT. / CENTRE : DEPARTMENT OF MANAGEMENT STUDIES

1. **Subject Code : BMN508 Course Title Marketing Management-1**
2. **Contact Hours: L: 4 T: 0 P: 0**
3. **Examination Duration (Hrs.): Theory: 3 Practical: 0**
4. **Relative Weightage: CWS : 50 PRS : 0 MTE : 0 ETE: 50 PRE: 0**
5. **Credits: 2 6. Term : First**
7. **Pre-requisite: Nil 8. Subject Area: PCC**
9. **Objective:** To develop basic conceptual abilities, analytical skills, and knowledge in the field of marketing analysis and planning.

10. Details of the Course:

Sl. No	Contents	Contact Hours
1	Introduction: , Defining marketing for the new realities, understanding marketing management	3
2	Developing Marketing Strategies and Plans: Marketing and customer value, corporate, division and business unit strategic planning.	5
3	Creating Long-Term Loyalty Relationship: Building customer value, satisfaction, and loyalty.	4
4	Capturing Customer Insights: Scanning the environment, conducting marketing research and forecasting demand.	5
5	Connecting with customers: Analyzing consumer markets, Analyzing business markets.	5
6	Building Strong Brands: Identifying market segments and targets, crafting brand positioning, Creating Brand equity, Addressing competition and driving growth.	6
	Total	28

11. Suggested Books:

S. No.	Name of Authors/Book/Publisher	Year of Publication / Reprint
1	Kotler, P., Keller, K L., Marketing Management, 15 th Edition, Pearson.	2016
2	Mullins, J., Walker, O. and Harper, B.J., “Marketing Management: A Strategic Decision-Making”, 7th Edition, McGraw-Hill	2013
3	Kurtz, D. L. and Boone, L.E., “Principles of Marketing”, 12th Edition, Thomson	2006
4	Michael Etzel, Bruce J Walker, William Stanton, Ajay Pandit, Marketing, 14/e, McGraw Hill Education	2017
5	Winer,R., Marketing, 4/e, Pearson	2015