Mandatory 2

Programme Name: M. Com (Business Management)

Course Name: Marketing Strategies and practices

TotalCredits:04 **TotalMarks:100**

Universityassessment:50 **Collegeassessment:50**

Prerequisite:

PROGRAM OUTCOME (COURSE OUTCOME)

1	Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies
2	Evaluate and act upon the ethical and environmental concerns linked to marketing activities

Course Objective:

Sr.No	Course Objective
CO1.	**To make the learners aware about conceptual knowledge and evolution of Marketing strategies and practices..**
CO2.	**To familiarize the learners with the evaluatation of the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings**

Course Outcome	
Students will be able to Identify, define and analyze problems and identify or create processes to solve them	
Students will be able to Identify and evaluate social, cultural, global, ethical and environmental responsibilities and issues	

Proposed Syllabus
Module -1 **Unit-1- Introduction to Marketing Strategies** A. Introduction: Marketing Strategies Concept, Evolution, Role/ Importance, Types, Formulation of Marketing Strategies- Steps, B. Marketing Opportunities and Plan, Green and Guerrilla Marketing Strategies

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Unit-2-Developing Marketing Strategies & Plans

A. Marketing Strategy Implementation - Steps, Marketing Mix 4 P's, Alternative Marketing Mix Prepositions- Profit, People, and Planet.

B. Marketing Plans: Marketing Planning- Importance, Types, Strategic Business Unit - Structure, SWOT Analysis, Defensive Marketing Strategies: Importance, Types, Offensive V/S Defensive Marketing Strategies, Position Defence Strategies.

Module-2

Unit-3- Market Environmental Trends & Building Customer Value

A. Environmental Analysis: Analysing the Macro Environment, Theories of Marketing Customer Perceived Value (CPV).

B. Customer Value: Applying Customer Value and Satisfaction, Customer Relationship Management (CRM)- Concepts and Techniques Customer Loyalty: Importance

Unit-4-Use of Artificial Intelligence in Marketing of products and services

A. Meaning of Omni Channels, Brick and Mortar marketing strategies

B. Artificial Intelligence (AI) strategies of marketing--- product level AI strategy, Business level AI strategy, Marketing and Advertising level AI Strategy

Course Outcome:

After completion of Course the students will be able to

References of books:

1. Aaker, D and Joachimsthaler, E (2000) Brand leadership, The Free Press
2. Assael, H. (1992) Consumer Behaviour and Marketing Action, 4th Edition, USA: PWS-Kent
3. Hoyer, W.D. and MacInnis, D.J. (2001) Consumer Behaviour, 2nd Edition, USA: Houghton Mifflin Company
4. Baker, M. (2000) Marketing Management and Strategy, 3rd edition, Macmillan Business.
5. Blythe, J. (2001) Essentials of Marketing, 2nd edition, Prentice Hall
6. Booms, B.H. and Bitner, M.J. (1981), Marketing strategies and organisation structures for service firms, in Marketing of Services, J. Donnelly and W.R. George (eds), American Marketing Association
7. Brassington, F and Pettitt, S, (2000), Principles of Marketing, Second Edition, Prentice Hall, Harlow
8. Brooks, I and Weatherston, J. (1997) The Business Environment. Challenges and Changes, Prentice Hall.

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9. Chisnall, P.M. (1997) Marketing Research, Fifth Edition, London: McGraw-Hill
10. Davies, M. (1998) Understanding Marketing, 1st edition. Prentice Hall
11. Ellwood, I. (2002) The Essential Brand book, Kogan Page Limited
12. Fill, C (2002) Marketing Communications, Contexts, strategies and applications, Prentice Hall
13. Gabriel, Y & Lang, T, (1995), The Unmanageable Consumer, Sage, London
14. Hoffman ,D & Novak, T, (1996), 'Marketing in Hypermedia Computer-mediated Environments: Conceptual Foundations', Journal of Marketing, Vol 60(July), pp50-68
15. Kapferer, J. (1997) Strategic Brand Management, Kogan Page
16. Keller, K (1998) Strategic Brand Management, Building, measuring and managing brand equity, Kogan Page, London
17. Kotler, P, Armstrong, G, Saunders, J and Wong, V, (2001), Principles of Marketing: Third European Edition, Prentice Hall, Harlow

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