



**ANDHRA UNIVERSITY**

**ఆంధ్ర విశ్వకళా పరిషత్**

Accredited by NAAC with 'A' Grade ISO 9001: 2015 Certified

## Course: Modern Marketing Management

### Summary

Course Status :	Upcoming
Course Type :	Elective
Duration :	8 weeks
Last Date for Enrollment :	28th Feb 2022
Start Date :	1 <sup>st</sup> March 2022
End Date :	30 <sup>th</sup> May 2022
Exam Date :	15th June 2022
Category :	Management
Credit Points :	2
Level :	Undergraduate/Postgraduate

### Course Layout

#### Week 1: Introduction to Marketing

1.1 Introduction - 1.2 Nature, Scope and Importance - 1.3 Definition of Marketing - 1.4 Evolution of Marketing - 1.5 Core Marketing Concepts - 1.6 Marketing as a Function - 1.7 Marketing Management - 1.8 Marketing Orientations or Concepts - 1.9 Customer Relationship Management - 1.10 The marketing process - 1.11 Developing the marketing mix - 1.12 The role of marketing mix - 1.13 Value creation and value delivery - 1.14 Marketing Interface with other Functional Areas - 1.15 Ethics in Marketing - 1.16 Summary - 1.17 Self-Assessment Questions - -

#### Week 2: Understanding the Marketing Environment

2.1 Scanning the Environment - 2.2 Meaning and Concepts - 2.3 Micro Environment - 2.4 Macro Environment - 2.5 Environmental Analysis - 2.6 Responding to the Environment - 2.7 Summary - 2.8 Self-Assessment Questions - -

### **Week 3: Market Segmentation, Targeting and Positioning**

3.1 What is Market Segmentation? - 3.2 Need for segmentation - 3.3 Benefits of Market Segmentation - 3.4 The target market selection process - 3.5 Criteria for successful segmentation - 3.6 Bases for segmentation - 3.7 Segmenting Business Markets - 3.8 Target Marketing - 3.9 Profiling each selected segment - 3.10 Evaluating potential profitability of each segment - 3.11 Positioning strategy - 3.12 The VALS segmentation system - 3.13 Case Study - 3.14 Summary - 3.15 Self-Assessment Questions -

### **Week 4: Buying Behavior**

4.1 Preview case - 4.2 What is consumer Behavior? - 4.3 Buyer behavior model - 4.4 Buying characteristics influencing consumer behavior - 4.5 Buying Motives - 4.6 Buying decision making process - 4.7 Types of Buyer behavior - 4.8 Stages in the buying Decision Process - 4.9 Business Markets and buying behavior - 4.10 Characteristics of Business Markets - 4.11 Buying decision of Organizational buyers - 4.12 Factors Influencing Organizational Buyers - 4.13 Organizational buying process - 4.14 Glimpses of Advanced concepts/Practices - 4.15 Summary - 4.16 Self-Assessment

### **Week 5: Marketing Research**

5.1 Introduction to Marketing Research - 5.2 Objectives and importance of marketing research - 5.3 Scope of marketing research - 5.4 Characteristics of a good research - 5.5 Classifications of marketing research - 5.6 Marketing research tasks - 5.7 The role of Marketing planning - 5.8 The marketing research process - 5.9 Emerging Issues or Problems - 5.10 Applications of marketing research - 5.11 Limitations of marketing research - 5.12 Ethical issues in marketing research - 5.13 Mystery shopping - 5.14 Summary - 5.15 Self-Assessment questions -

### **Week 6: Demand Measurement and Sales Forecasting**

6.1 Meaning and Importance - 6.2 Measures of Market Demand - 6.3 Major Concepts in Demand Measurement - 6.4 Steps in Forecasting - 6.5 Methods of Sales Forecasting - 6.6 Limitations of Sales Forecasting - 6.7 Summary - 6.8 Self-Assessment Questions -

### **Week 7: Product Decisions**

7.1 Concepts of Products - 7.2 Classification of products - 7.3 Consumer Products - 7.4 Industrial products - 7.5 Product decisions - 7.6 Brand Concepts - 7.7 Co-branding strategy - 7.8 Product differentiation - 7.9 Examples of Brand positioning - 7.10 Case study - 7.11 Summary - 7.12 Self-Assessment Questions - -

### **Week 8: Product Life Cycle and Pricing**

8.1 The Product Life Cycle - 8.2 Stages in PLC and Marketing Strategies - 8.3 Summary - 8.4 Self-Assessment Question - - 9.1 Importance of Pricing - 9.2 Factors Influencing Pricing Decisions - 9.3 The 5 C's Framework of Pricing Decision - 9.4 Pricing Strategies - 9.5 Steps in Pricing Procedure - 9.6 Special Pricing Strategies - 9.7 Summary - 9.8 Self-Assessment Questions -

### **Books and References**

Modern Business Organisation and Management by Tn Chhabra

## **Certificate Course**

The course is free to enroll and learn from.

Date of Online Exams: **15th June 2022**, Time: 3 pm to 6pm.

More details will be made available when the exam registration form is published. If there are any changes, it will be mentioned then.

### **CRITERIA TO GET A CERTIFICATE**

- Continuous Evaluation – 25% weightage, Students need to complete 2 Assignments per Course through LMS
- Exam Score = 75% Weightage, Students to Attempt the Examinations for 75 Marks through LMS
- Passing Criteria – 40%

Only the e-certificate will be made available. Hard copies will not be dispatched.

Once again, thanks for your interest in our online courses and certification. Happy learning