

University of Mumbai

M.Com Part I

Revised Syllabus of Business Management Group-Paper II

Marketing Strategies and Plans

(w.e.f. Academic Year 2013-14)

Semester I

Learning outcomes:

- 1) Understand the meaning and importance of strategic marketing and planning**
- 2) Appreciate the need for understanding the marketing environment and analyze how the environmental factors impact the marketing practices and performance of organizations**
- 3) Understanding the need and importance of creating value for customers**
- 4) Gain insights into the impact of competition, how companies deal with competition and brand related concepts**

Module I: Understanding Strategic Marketing and Planning

- a) Marketing Strategy- Definition, significance and conditions for the success of a Marketing Strategy
- b) Three strategy levels (Corporate/business/functional level strategies)
- c) Steps in developing marketing strategies and plans
- d) Contents of a marketing plan

Module II: Marketing Environment Analysis

- a) Understanding Marketing Environment, macro trend analysis (demographic, socio-cultural, technological, regulatory and natural environment) and internal micro analysis
- b) Assessing industry attractiveness with Porter's five forces model
- c) Components of modern MIS
- d) Marketing research-meaning and process

Module III: Connecting with Customers

- a) Creating Customer value, Satisfaction and Loyalty, Customer Perceived Value (CPV), Customer Life Time Value, Total Customer Satisfaction and measuring customer satisfaction
- b) Steps in customer value analysis
- c) Ways of increasing value of the customer base
- d) Process of attracting and retaining customers
- e) Marketing activities for building loyalty
- f) Customer Relationship Management-Meaning, benefits and challenges

Module IV: Dealing with Competition and Building Strong Brands

- a) Competitive forces, process of identifying and analyzing competitors
- b) Strategies of market leaders, challengers, followers and nichers
- c) Brands and branding: Definition, role of brands, brand loyalty, brand preference
- d) Brand Equity-meaning and importance
- e) Brand elements-meaning and criteria for choosing brand elements

Recommended Books

1. Philip Kotler, Kevin lane Keller, Abraham Koshy and Mithileshwar Jha (2009). Marketing Management-A South Asian Perspective: Thirteenth Edition. New Delhi: Pearson Education
2. V.S. Ramaswami and S Namakumari (2009).Marketing Management-Global Perspective Indian Context: Fourth Edition. New Delhi: Macmillan India
3. Rajan Saxena (2010). Marketing Management: Fourth Edition. New Delhi: Tata McGraw-Hill
4. H. Peeru Mohamed & A. Sagadevan (2007). Customer Relationship Management: A Step-by-Step Approach. New Delhi: Vikas Publishing House
5. R. Ramachandran (2010). Customer Relationship Management. New Delhi: Serials Publications
6. William Stanton, Etzel Michael J, Walker Bruce and Stanton William (2004). Marketing: Thirteenth Edition. New Delhi: Tata McGraw-Hill
7. Philip Kotler (2002). Framework for Marketing Management. New Delhi: Pearson Education
8. Michael Porter (1985) Competitive Advantage: Creating and Sustaining Superior Performance. New york: Free Press

9. Fred R. David. Strategic Management: Concept and Cases New Delhi: Prentice Hall
10. Azhar Kazmi (2008). Strategic management and Business Policy: Third Edition. New Delhi: Tata McGraw-Hill
11. Francis Cherunilam (2010). Business Policy and Strategic management: Third Edition. Mumbai: Himalaya Publishing House

Question Paper Pattern for M.Com Part I-Semester I

Total Marks: 60

Duration: 2 Hours

- | | |
|---|-----------------|
| Q 1 Answer any two out of three (Module I) | 15 marks |
| Q 2 Answer any two out of three (Module II) | 15 marks |
| Q 3 Answer any two out of three (Module III) | 15 marks |
| Q 4 Answer any two out of three (Module IV) | 15 marks |

Semester II

Learning outcomes:

- 1) Understand the strategies adopted for managing products through the life cycle and the basics of new product development and adoption
- 2) Gain insights into how companies price their products. Understand types and role of marketing intermediaries and the basics of logistics
- 3) Understand the process of marketing communications and management of Integrated Marketing Communication
- 4) Understand the recent trends in marketing and appreciate the need for and types of marketing control

Module I: Product Strategies and New Market Offerings

- a) Designing product strategies and managing through the life cycle
- b) New product development process
- c) Factors contributing to new product development
- d) Challenges in new product development
- e) Consumer adoption process

Module II: Pricing and Marketing Intermediaries

- a) Pricing strategies
- b) Steps in setting the price
- c) Initiating price cuts and price increases-reasons and impact on competitors' pricing and buyers
- d) Retailing-meaning and types of retailers
- e) Wholesaling-meaning and functions of wholesalers
- f) Logistics-meaning and market-logistics decisions (order processing, warehousing, inventory and transportation)

Module III: Marketing Communication and Integrated Marketing Communication (IMC)

Marketing communication-Meaning and the process of developing effective marketing communications

- a) Integrated Marketing Communication-meaning and managing the IMC process

- b) Managing communication and promotion tools-the recent trends and tools used in advertising, PR, sales promotion, personal selling and direct marketing

Module IV: Managing Marketing for the Long Run and Marketing Control

- a) Recent trends in marketing practices: use of technology in marketing, socially responsible marketing, new consumer capabilities and company capabilities
b) Steps involved in creating a market and customer focused company
c) Organising the marketing department
d) Types of marketing control

Recommended Books

1. Philip Kotler, Kevin lane Keller, Abraham Koshy and Mithileshwar Jha (2009). Marketing Management-A South Asian Perspective: Thirteenth Edition. New Delhi: Pearson Education
2. V.S. Ramaswami and S Namakumari (2009).Marketing Management-Global Perspective Indian Context: Fourth Edition. New Delhi: Macmillan India
3. Rajan Saxena (2010). Marketing Management: Fourth Edition. New Delhi: Tata McGraw-Hill
4. Blakeman Robyn (2010). Integrated marketing Communication Creative Strategy from Idea to Implementation. New Delhi: Pinnacle
5. William Stanton, Etzel Michael J, Walker Bruce & Stanton William (2004). Marketing: Thirteenth Edition. New Delhi: Tata McGraw-Hill
6. Philip Kotler (2002). Framework for Marketing Management. New Delhi: Pearson Education
7. Michael Porter (1985) Competitive Advantage: Creating & Sustaining Superior Performance. New York: Free Press
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9. Azhar Kazmi (2008). Strategic management & Business Policy: Third Edition. New Delhi: Tata McGraw-Hill
10. Francis Cherunilam (2010). Business Policy and Strategic management: Third Edition. Mumbai: Himalaya Publishing House

Question Paper Pattern for M.Com Part I-Semester II

Total Marks: 60

Duration: 2 Hours

- Q 1 Answer any two out of three (Module I) 15 marks**
- Q 2 Answer any two out of three (Module II) 15 marks**
- Q 3 Answer any two out of three (Module III) 15 marks**

Q 4 Answer any two out of three (Module IV) 15 marks