

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
8. Fred R. David. Strategic Management: Concept & Cases New Delhi: Prentice Hall
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