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| Course title: Marketing Management | | | |
| Course code: PPM 196 | No. of credits: 3 | L-T-P: 35-08-04 | Learning hours: 45 |
| Pre-requisite course code and title (if any): None | | | |
| Department: Policy & Management Studies | | | |
| Course coordinator(s): Dr. Shruti Sharma Rana | | Course instructor(s): Dr. Shruti Sharma Rana | |
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| Course Type: Core | | Course offered in: Semester 1 | |
| Course Description | | | |
| <p>This is a core course in Marketing meant to build a foundation for students in the MBA Program. Marketing is a critical function that determines the health of an organization. Marketing is the set of activities designed to scan and identify market opportunities and plan to design price, promotion and the distribution of products, services and ideas that satisfy the needs of chosen target market(s). The Marketing Manager uses his range of marketing tools to transform the identified opportunities in a manner that achieves the organizational objectives.</p> | | | |
| Course objectives | | | |
| <p>This course is a fundamental course on marketing and develops the basic analytical skills, conceptual abilities, and substantive knowledge in marketing concepts like the marketing mix in a variety of real-life marketing situations. The objectives are:</p> <ul style="list-style-type: none"> ▪ To provide an in-depth understanding of the marketing process ▪ To give students an appreciation of the global and domestic marketing environment. ▪ To develop conceptual understanding of the STP process in the Indian environment. ▪ To learn about all the elements of the marketing-mix ▪ To sensitize the students about new developments like Multichannel and Omni channel marketing ▪ To develop the ability to formulate a marketing plan | | | |