

JSPM207: Marketing Management

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CREDITS- 3

Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours	Group Work/ Supervised Learning Hours	Directed Learning Hours	Total Hours
30	15	45	90

Learning Outcomes for the Course

- Underlying the marketing strategy formulation
- Identify consumer needs, design value propositions and deliver value to create customer relationships
- Understand differences in consumers, consumer behaviour, comprehend ways and means to develop and manage brand equity over time
- Understand the development of product strategy, pricing strategy and communication strategy
- Understand the development of an effective sales and channel plan
- Analyse the challenges in entering a new market and developing a marketing program for it

TOPICS COVERED

- Concept of needs, wants and demands, value and satisfaction, customer perceived value.
- Concept of company orientation towards the market place
- Ansoff's Grid (Assessing growth opportunities), 5Cs, SWOT Analysis
- Various consumer characteristics that influence buying behaviour
- Stages in buying decision process, Level of consumer involvement
- Organizational buying and role of participants in business buying, Stages in business buying process
- Differences between the consumer and business markets
- Bases for segmenting consumer markets & business markets
- Criteria for effective segmentation, Significance of segmenting, targeting and positioning
- Developing a positioning strategy, Points-of- difference and Points-of-Parity.
- Linking target customer, value proposition and value network, Defining brand equity
- Developing a positioning strategy, Models of Brand Equity (Aaker's Model), Choosing brand elements
- Branding strategies – Branding decisions, extensions
- Significance of various types and levels of channels, Functions of marketing intermediaries
- Channel design decisions, Channel management including managing channel conflict

For additional details, visit : <https://jagsom.edu.in/careertrack/>

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