

GUJARAT TECHNOLOGICAL UNIVERSITY

B. E. SEMESTER: V

INDUSTRIAL ENGINEERING

Subject Name: **Marketing Management (Inst. Elective II)**

Subject Code: **151504**

Teaching Scheme				Evaluation Scheme		
Theory	Tutorial	Practical	Total	University Exam (Theory) (E)	Mid Sem Exam (Theory) (M)	Practical (I)
4	0	2	6	70	30	50

Sr. No.	Course content
1.	Introduction to marketing in the society, Marketing concept, Basic functions of marketing-model for making marketing decisions, Decision making, Problems & difficulties, The role of marketing managers, The essence of marketing theory, Identifying & selecting markets, Consumer behaviour.
2.	Marketing Research: Its scope, Sources of information, Executing marketing research studies, Problems of accuracy, Data analysis, Marketing research reports.
3.	Product Policy and the Marketing Mix : The product mix, Product life cycle, New product planning, Requirements, Risks involved, Screening considerations, Product testing & test markets, Products & packaging factors to be considered in packaging design.
4.	Basic pricing Strategies and Practices: Objectives, Major approaches to pricing, Pricing products.
5.	Advertising and Promotion: Definition - Role of consumer research in advertising decisions – Control of advertising, Advertising agencies media decisions - Budgets, branding, packaging & measurement of effectiveness.
6.	Organizations for Marketing: The major bases of performance evaluation, Basic channels of distributions of middleman, Retailing, Wholesaling, Sales management tasks, Functions to be performed by sales forces, Classification of Industrial products, Special features, Basic steps in marketing control system, Marketing audit, Brief idea of international market, Retail marketing.

Reference Books:

1. Marketing Management by Phillip Kotler.
2. Basic Marketing by Hise, Gillett & Ryans (Winthrop Publishers Inc., Cambridge).
3. Marketing by G. B. Gilles (E.L.B.S. & Meadowland Evans Ltd.).