

Programme: Master of Business Administration

Semester II

MBA 203-21

MARKETING MANAGEMENT

Objective: The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm in turbulent business environment. This course will provide better understanding of the complexities associated with marketing functions, strategies and provides students with the opportunity to apply the key concepts to practical business situations.

Course Outcomes (COs)

Sr. No.	At the end of the course, the student will be able to:
CO1	To learn the basics of marketing, selling, marketing mix and its core concepts.
CO2	To understand the intricacies of the marketing environment and marketing information systems for effective marketing planning and strategies.
CO3	To equip the students with necessary skills for effective market segmentation, targeting and positioning
CO4	To prepare the students for understanding the various components of product mix, product life cycle and comprehend the new product development process.
CO5	To develop an understanding of promotion mix and strategies for successful promotion
CO6	To gain knowledge about the emerging trends in marketing and pyramid marketing.

(Source: IKGPTU Syllabus for Master of Business Administration (Affiliated Colleges), 2021. <https://ptu.ac.in/wp-content/uploads/2022/08/MBA-Upto-4th-Sem.-2021-onwards-affiliated-colleges.pdf>)