



Rajeev Gandhi College of Management Studies

Fundamentals of Management and theory
Semester II

I> Course Content:

Semester	2
Subject	Application of Marketing: Theory and Practice
Course Code	MMSC204
Credits	2
Duration	30 hours

Module (Syllabus as per new Syllabus):

Sr. No.	Content	Course Outcomes	Content Delivery	Cognition
1	Positioning: Reverse Positioning, Breakaway Positioning and Stealth positioning; Branding: Concept, Definition, Commodity Vs Brand, Product Vs Brand, Brand Culture and Brand Extensions. Brand Value – Reputation, Relationship, Experiential, Symbolic. Brand Evaluation - Behaviour, attitude, relationships, Brand equity.	MMSC204.1	Lecture and Interactive Teaching Group Activity Case Study	Understand
2	Customer Satisfaction and Loyalty: Success/ Failure of Loyalty Programs, Customer Lifetime Value.	MMSC204.2	Lecture and Interactive Teaching E- learning	Apply
3	Consumer Behaviour: The framework of Consumer Behaviour – Cognitive vs. Emotional, High vs. Low Involvement, Optimising vs. Satisficing, Compensatory vs. Non Compensatory Decisions.	MMSC204.2	Lecture & Interactive Teaching	Apply

4	Consumer Decision-Making Process: Pre Purchase – Purchase – Post Purchase; Return Policy, Warranty, Impact of Social Media; Psychology in Consumer Behaviour – Consumer Benefits Ladder, Prospect theo	MMSC204.4	Lecture and Interactive Teaching Group Activity E-Learning Case Study Group Activity	Evaluate
5	Ehrenberg's Law of Buying Frequency, Double Jeopardy Effect, Consumer Purchase as a Journey, Consumer and Product Metrics.	MMSC204.2	E-Learning Case Study	Apply
6	Pricing Policy: Types of Pricing, Willingness to Pay; Steps in Pricing, Price Elasticity of Demand, List and Transaction Prices;	MMSC204.3	E-Learning Case Study Field Assignments	Analyze
7	Price band – Reason for the Band, Category Expandability and Promotion, Constructing a Price Band through Price Differentials and Threshold Price, Pricing Strategies and Tactics, Promotion and Price bands	MMSC204.3	Lecture and Interactive Teaching Expert Lecture Group Activity Case Study	Analyze
8	Business to Business Marketing: Definition, Types of Products, Differences from Consumer Marketing; Nested Hierarchy Segmentation, Role of Decision Making Units in Buying Decisions.	MMSC204.3	Lecture and Interactive Teaching E- Learning	Analyze
9	B2B Purchases: Influence of Types of Purchases, Stages in the Buying Process; Types of Benefits – Combination of Economic, Tangible, Non-Economic and Intangible Benefits.	MMSC204.4	Lecture and Interactive Teaching Case Study	Evaluate
10	Promotion and Marketing Communication: Role of Promotion in Pricing, Initiating Price Changes and Response to Competitor Changes; Role of Incentives, Setting Communication Objectives and Drafting Communication Messages;	MMSC204.3	Lecture and Interactive Teaching E-Learning Case Study	Analyze

	Deciding on Communication Media			
11	Integrated Marketing: Advertising in Print, Online, Radio, Social Media Platforms etc.; Managing Events and Public Relations; role of AI in marketing communications	MMSC204.3	Lecture and Interactive Teaching Group Activity	Analyze
12	12 Personal Selling: Designing the Sales Force, Managing the Sales Force, Evaluating the Sales Force; Direct Marketing	MMSC204.3	Lecture and Interactive Teaching E-Learning Group Activity	Analyze
13	Distribution Decisions – Logistics & Channel Decisions, Designing and Managing Distribution Channels (Retail, E-commerce, etc.)	MMSC204.4	Flipped Classroom Case Study	Evaluate
14	Field Based Live Projects and Presentations by capturing insights from Markets, and Cases	MMSC204.5	Assessment Strategy	Create

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to....	<u>Cognition</u>
MMSC204.1	Understand the various types of positioning, as well as the frameworks and models of Consumer Behaviour.	CO1
MMSC204.2	Apply the concepts of consumer psychology and behaviour to business situations	CO2
MMSC204.3	Analyze marketing decisions based on the frameworks and consistency among various elements of the marketing mix	CO3
MMSC204.4	Evaluate marketing decisions and identify the optimal solution in a given context	CO4
MMSC204.5	Formulate a situations audit and draw a Marketing plan covering all concepts and theories learnt	CO5

Program Outcomes

PO1: Apply knowledge of management theories and practices to solve business problems

PO2: Foster Analytical and critical thinking abilities for data-based decision-making

PO3: Ability to develop Value-based Leadership ability.

PO4: Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organisational goals, Contributing effectively to a team environment.

Recommended Books

Sr. No.	Books
1.	Marketing Management, 15/16e by Kotler, Keller, Chernev, Sheth, Shainesh, Pearson Education
2.	Marketing: Theory, Evidence, Practice: Byron Sharp, Oxford University press.
3.	Industrial Marketing, Robert R. Reeder, Briety & Betty H. Reeder, Prentice Hall India

