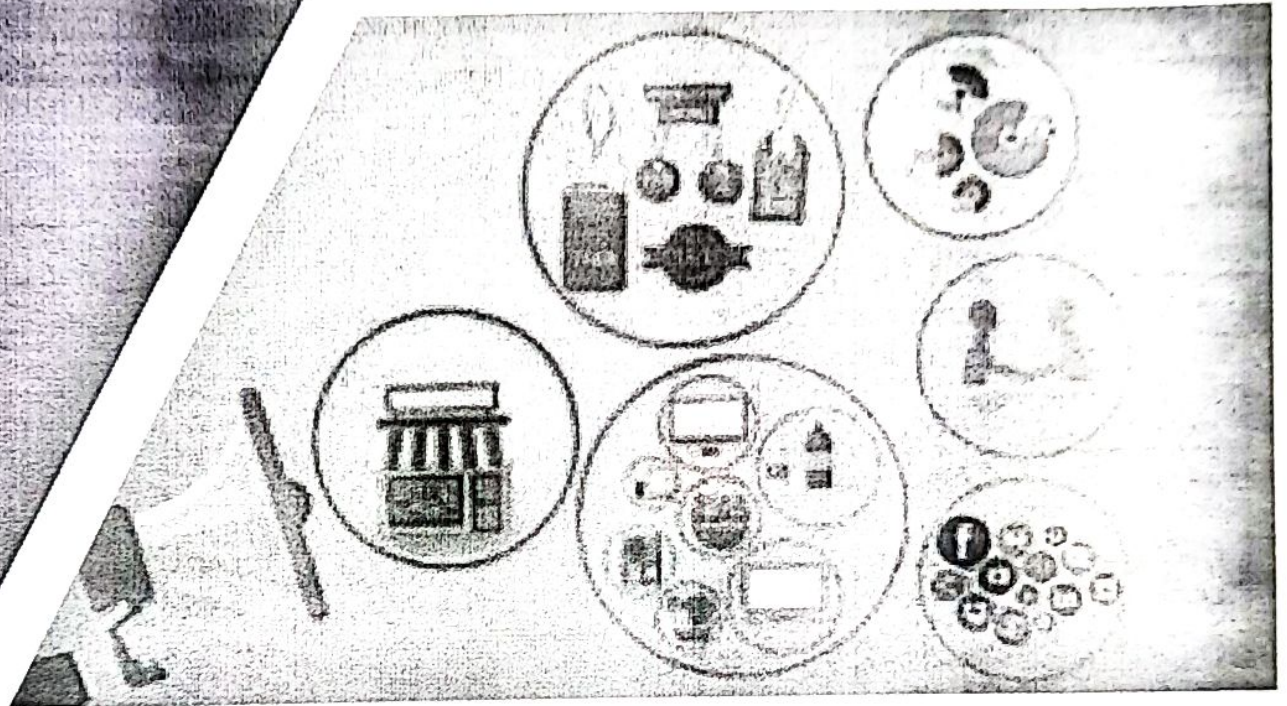


Business 34

MBAD - FG - 101

# MASTERS IN BUSINESS ADMINISTRATION (MBA)



# Marketing Management



JAMIA HAMDARD

**MAILED SYLLABUS OF MASTER OF BUSINESS ADMINISTRATION (MBA)  
Distance Mode, Jamia Hamdard**

**SEMESTER I**

**IBAD-FG-101 MARKETING MANAGEMENT**

**Unit 1: Basics of Marketing**

**Marketing and its core concepts:** Marketers and prospects, needs, wants and demands, product or offering, value and satisfaction, marketing channels, supply chain, competition, metamarket. Different philosophies of marketing management: the production concept, the product concept, the selling concept, the marketing concept, and the societal marketing concept. Integrated marketing. Marketing environment.

**Unit 2: Major Marketing Concepts**

**Concept of marketing mix, components of marketing mix.**

**Concept of target marketing.**

**Steps in target marketing:** Market segmentation, market targeting, and market positioning. Differentiation: Meaning and bases for differentiation.

**Unit 3: Managing Products**

**Concept of a product, product levels, product classifications, concept of customer delight.**

**Product Mix; Width, length, depth and consistency of a product mix.**

**Product Line Decisions:** Product line analysis; Product line length, line stretching and line filling; Line modernization; Line featuring and Line pruning.

**Unit 4: Managing Brands**

**Introduction to Brand, Brand Equity, Benefits of strong brand equity. Branding decisions, Branding challenges. Packaging and Labeling.**

**Unit 5: Product Life Cycle (P.L.C) and Pricing**

**Concept of product life cycle (PLC), Stages of product life cycle.**

**Marketing strategies in different stages of product life cycle.**

**Setting the price: Selecting the pricing objective; Selecting a pricing method.**

**Mark-up pricing, target-return pricing, perceived-value pricing, value pricing, going-rate pricing, sealed-bid pricing.**

**Selecting the final price, concept of psychological pricing.**