

**Indian Institute of Technology Guwahati**  
**Proposal for a New Course**

Course Number & Title: <b>BM503H &amp; Marketing Management</b>	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Compulsory	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Odd	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):  <i>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, ..... )</i>	
Marketing management: an overview; Strategic marketing process and plan, marketing environment, competitor analysis, marketing analysis; Consumer behaviour, segmentation, targeting, positioning, differentiation; New product development, product strategy, managing services, pricing strategy; Distribution strategy, promotion decisions, global markets, holistic marketing organization.	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References").	
Texts: (Format: Authors, <i>Book Title</i> in <i>Italics</i> font, Volume/Series, Edition Number, Publisher, Year.)	
1.	P. Kotler, K. Keller, S. Ang, C. Tan and S. Leong, <i>Marketing Management: An Asian Perspective</i> , 7 <sup>th</sup> Edition, Pearson Education, 2017.
2.	V. S. Ramaswamy and S. Namakumari, <i>Marketing Management: Indian Context, Global Perspective</i> , 6 <sup>th</sup> Edition, Sage Publications India, 2018.
3.	P. Kotler and K.L. Keller, <i>Marketing Management</i> , 15 <sup>th</sup> Edition, Pearson, 2016.
References: (Format: Authors, <i>Book Title</i> in <i>Italics</i> font, Volume/Series, Edition Number, Publisher, Year.)	
1.	
2.	

Detailed Course Content (Optional) It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		
5		
Total Number of Lectures =		