

Indian Institute of Technology Guwahati
Proposal for a New Course / Revision of a Course

Course Number & Title: BM525H & Marketing Management II
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: Master of Business Administration (MBA)
Offered in (Odd/ Even / Any): Odd
Offered by (Name of Department/ Center): School of Business
Pre-Requisite: Marketing Management I
<p>Preamble / Objectives (Optional):</p> <ol style="list-style-type: none"> 1. Integrated understanding of key concepts of marketing practices and the challenges and opportunities involved in their applications in real-life business scenarios. 2. Understanding of the contemporary development in the marketing domain, including social media, customer relationship management, and bottom-of-the-pyramid strategies.
<p>Course Content/ Syllabus (<i>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></p> <p>Relationships among the components of Marketing Mix: Managing Products; Setting the Right Price; Supply Chain Principles for Marketers, Retailing; Integrated Marketing Communication. Advertising and PR: The effects of marketing on market share and consumers, Institutional advertising vs product advertising, Creative decisions in advertising, Media decisions in advertising, Public Relations; Sales Promotion and Personal Selling: Objectives of personal selling, Tools for consumer sales promotions. Decision Support Systems and Marketing Research: Problem Statement, Developing an Approach, Research Design, Data for Research, Research Analysis and Recommendation. B2B Marketing: What is Business Marketing, Relationship marketing and strategic alliances, Types of Business customers, Business Vs Consumer Markets, Business Purchase Behavior. Customer Relationship Management: Identifying customer relationships, interactions with current customers, capturing customer data, storing and integrating customer data. Identifying the consumer fractions. Social Media Marketing: Social media and integrated marketing communication strategy, Creating and leveraging a social medial campaign, Evaluation and measurement of the social media campaign, Social media tools. Bottom of the Pyramid Marketing: BoP market, Consumption Pattern, why do firms invest in BoP market.</p>
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 in Italics font</i> , 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 th Edition (or above), Pearson Education, 2017.
2.	
3.	
References: (Format: Authors, <i>Book Title in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	Lamb, Hair, Sharma and McDaniel, <i>MKTG</i> , 14 th Edition, Cengage Learning, 2024