

COMC008 – Strategic Marketing Management

Master of Commerce
Semester – III
DSC - Core Paper
Strategic Marketing Management

Course Type/ Course Code	Course Title	Lectures	Tutorials	Practical	Credit	Pre-requisites
COMC008	Strategic Marketing Management	3	1	0	4	NIL

Objective: The course aims to familiarize the students with the basic concepts & principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

Learning Outcomes: After successful completion of this course, the student shall be able to:

- Explain the fundamentals of marketing to enable them to take better marketing decisions.
- Explore the nuances and complexities involved in various product and pricing decisions.
- Take effective distribution decisions for products and services.
- Develop the skills of designing the Promotion-Mix strategies and advertising campaigns.
- Analyse the current trends in marketing to take proactive measures while taking marketing decisions.

Contents:

Unit I

(15 Hours)

Market and Marketing; Core marketing concepts; Evolution of modern marketing concept; Selling vs. Marketing; Marketing Mix (7Ps & 7Cs); Michael E. Porter's Value Chain Analysis Model. Marketing Environment: Significance of scanning marketing environment; Analysis of macro environment of marketing. Buyer behaviour: Different consumer roles; Need for studying buyer behaviour; Different buying motives; Consumer purchase decision making process; Consumer vs. business buying behaviour. Market Segmentation, Targeting and Positioning: Characteristics of a segment; Bases for segmenting a consumer market; Target market selection and strategies; Positioning – concept, bases and process.

Unit II

(10 Hours)

Product - concept and classification; Layers of products; Major product decisions; Product-Mix; New product development stages; Packaging and labelling; Product life cycle (PLC) – concept and appropriate strategies adopted at different stages; Pricing – objectives; Price-sensitivity; Factors affecting price of a product; Pricing methods and strategies; Ethical issues in product and pricing decisions.

Unit III

(10 Hours)

Channels of distribution – concept and importance; Different types of distribution middlemen and their functions; selection, motivation and performance appraisal of distribution middlemen; Ethical issues in distribution decisions. Retailing and Wholesaling: Types of retail formats; Retail theories; Retailing strategies; Non-Store retailing; Wholesaling – nature and importance, types of wholesalers; Developments in retailing and wholesaling in Indian perspective.

Unit IV

(10 Hours)

Role of promotion in marketing; Promotion-Mix; Integrated Marketing Communication – Concept; Communication process and promotion; Determining promotion mix; Factors influencing promotion mix; Developing promotion campaigns, sales promotion, direct marketing, public relations, digital and social media. An overview of Service Marketing, Green Marketing, Customer Relationship Management, Rural marketing and other emerging trends in marketing.

Tutorial Exercise:

The students shall be asked to undertake market research projects where students will analyse consumer behaviour and present findings, developing a marketing plan by defining objectives. They will do 5C analysis of the critical factors impacting an organization by examining the company, customers, competitors, collaborators, and climate.

Suggested Readings:

- Kotler, P., Keller, K. L., Chernev A., Sheth J N., & Shainesh G. (2025). *Marketing Management*. Pearson Education Ltd.
- McCarthy, E. J., Cannon, J. & Perreault, W. (2014). *Basic Marketing*. McGraw-Hill Education.
- Alexander Chernev (2018) Strategic Marketing Management, Brightstar Media, Inc.

Additional Readings:

- Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2010). *Marketing Concepts and Cases*. Tata McGraw Hill.
- Zikmund, W. G., & D'Amico, M. (2001). *Marketing: Creating and Keeping Customers in an E-Commerce World*, South-Western College Publication.