

**DISCIPLINE SPECIFIC ELECTIVE COURSE****DSE HH 8E2: MARKETING MANAGEMENT AND CONSUMER BEHAVIOUR****CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course Title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical		
Marketing Management and Consumer Behaviour DSE HH 8E2	4	2	0	2	Studied Semester 7	NIL

**Learning Objectives**

- To impart an understanding of the conceptual framework, scope and importance of marketing management.
- To build an understanding of the macro and micro environment of organisations and their role in coping with changing market scenario.
- To impart knowledge regarding importance and techniques of market research.
- To create an understanding about consumer behaviour, dealing with competition in the market and managing marketing communication.

**Learning Outcomes**

- Develop an understanding of the importance and scope of marketing.
- Understand the changing macro and micro environment of organizations and importance of market research.
- Understand consumer behaviour and importance of creating customer value.
- Develop an understanding of the competitive strategies in marketing.
- Understanding the role of marketing communication and its effectiveness.

**SYLLABUS OF DSE HH 8E2**

**THEORY**  
**(Credits 2; Hours 30)**

**UNIT I: Understanding Marketing Management and capturing marketing insight****10 Hours**

This unit covers marketing scope, company orientations, macro environment analysis, marketing mix, market research, and new product development.

- Importance and scope of marketing, traditional vs. digital marketing
- Company orientations towards markets and marketing
- Adapting marketing to new economy
- Analyzing the macro environment (demographic, economic, technological, political, legal, social, cultural)
- Marketing mix
- Conducting market research
- New product development-challenges and process

## **UNIT II: Consumer Behaviour**

**10 Hours**

This unit examines consumer behaviour, factors influencing buying decisions and strategies for customer value, satisfaction, and loyalty.

- Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing
- Factors influencing consumer behaviour
- Consumer Adoption Process-stages and factors influencing
- Buying decision process- five stage model
- Creating customer value, satisfaction and loyalty
- Segmenting consumer markets, market targeting

## **UNIT III: Dealing with Competition and Marketing Communication**

**10 Hours**

This unit covers competitor analysis, competitive strategies, service marketing and effective marketing communication.

- Identify and analyse competitors, competitive strategies for marketing
- Building strong brands- creating brand equity, brand positioning, differentiation strategies
- Product life-cycle marketing strategies
- Characteristics of services, marketing strategies for service firms, managing service quality, differentiating services
- Role of marketing communication, designing effective marketing communication
- Managing mass communication: Advertising, sales promotions and public relations
- Managing Personal Communication: direct marketing and personal selling

### **PRACTICAL (Credits 2; Hours 60)**

#### **UNIT I: Market research proposals**

- Developing market research proposals on consumer buying behaviour, effect of promotional schemes on consumer purchase, consumer satisfaction and opinion regarding selected products/brands/marketing strategies, online purchasing etc.

**UNIT II: Case Studies**

- Using Case study approach (using both secondary and primary data) to develop an understanding of marketing strategies used by large, medium and small companies with emphasis on marketing strategies, marketing mix used, marketing budgets, media use, creating customer value and cultivating customer relationships.
- To critically evaluate digital marketing strategies adopted by various product and service brands.
- To develop digital marketing strategy for a hypothetical brand.

**UNIT III: Brand comparison**

- Brand comparisons of products and services in terms of their marketing strategies, tools used by them for brand building and generating brand, find out their strengths and weaknesses and suggest suitable marketing strategies to increase their market share.

**UNIT IV: E-commerce**

- Assessment and critical analysis of online retailing websites with focus on visibility, user interface, experience, ease of transaction etc.
- To develop an e-tailing prototype.

**Essential Readings**

- Kotler, P., & Stigliano, G. (2024). *Redefining Retail: 10 Guiding Principles for a Post-Digital World*. Wiley & Sons.
- Daum, C., & Bartonico, M. (2023). *Marketing Management Essentials You Always Wanted to Know*. Vibrant Publishers.
- Solomon, M. R. (2017). *Consumer behavior: Buying, having, and being* (12th ed.). Pearson Education.
- Kotler, P., Keller, K. (2016). *Marketing Management*, Pearson, New Delhi, 15th edition. Pearson Education. ISBN:978-81-317-3101-7
- Baines, Fill, Sinha & Page. (2013). *Marketing*. Oxford University Press, New Delhi, Asian Edition, ISBN: 0-19-807944-3

**Suggested Readings**

- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.). Pearson Education.
- Kotler P, Keller K.L., Koshy A, Jha M. (2006). *Marketing Management: A South Asian, Perspective*, Pearson Education.
- Etzel, M. J., Walker, B. J., & Stanton, W. J. (2004). *Marketing management* (13th ed.). Tata McGraw-Hill.
- Kotler, P. (2004). *Marketing Management* (11th ed.) Pearson Education.

**Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**