

**Subject Code: 503**

**Subject Name: Marketing Management II**

**Unit I Creating Brand Equity**

**07 Hrs**

Concept of Brand Equity  
BRANDZ Model of measurement  
Building Brand Equity  
Managing Brand Equity  
Devising a Branding Strategy

**Unit II Branding and Positioning**

**07 Hrs**

Developing and communicating a positioning strategy  
Concept of POD's and POP's  
Differentiation Strategies  
Concept of Product Life cycle marketing strategies  
Style, Fashion and Fad life cycles  
Concept of Market evolution

**Unit III Setting the Product offering**

**07 Hrs**

Concept of a product  
Classification of products  
Product differentiation and mix  
Product line and length decisions, co-branding and ingredient branding  
Packaging, Labeling and warranties

**Unit IV Developing Pricing Strategies and Programmes**

**08 Hrs**

Understanding pricing  
The price setting process  
Pricing objectives  
Modifying the price

**Unit V Marketing Channels**

**08 Hrs**

Concept of Marketing Channel  
The role of marketing channels  
Channel Design Decisions  
Channel Management decisions  
Channel Integration  
Managing channel conflict cooperation and competition.

## **Unit VI Integrated Marketing Communication and Mass Promotion**

**08 Hrs**

Concept of (IMC)

Concept and understanding of :

Advertising

Sales promotion

Personal selling

Events and Experiences

Public relations

## **Unit VII Managing Personal Selling**

**06 Hrs**

Direct Marketing

Interactive Marketing

Designing a sales force

Principles of Personal Selling

## **Unit VIII Creating a new market offering**

**09 Hrs**

Challenges in new product development

New product Development process

Ideas, Concept to strategy, Development to Commercialisation

The consumer adoption process

### **Recommended Books:**

Marketing Management by, Kotler, Keller Koshy, Jha

Marketing Management by Philip Kotler

Fundamentals of Marketing by William J Stanton

Marketing Management by Ramaswamy & Namakumari