

শুল্ল অর বিজনেস
SCHOOL OF BUSINESS
বাংলাদেশ উন্মুক্ত বিশ্ববিদ্যালয়

MBA 3313
Marketing Management

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Reading Instructions

Dear Students

This book has been written to help you avail the chance to gain insider's knowledge of the marketing techniques applied in the real-world. Lesson you will take from reading this book will make you more marketable, because you will learn how to solve the kind of un-textbook problems you will find in the real-world business. The aim of this text is to help students bridge the gap between the theory and practice of marketing.

Marketing is seen as a dominant management philosophy, a systematic thought process, and an integrated set of techniques focused on customer needs and aspirations. Anyone planning to work as a marketing manager needs a basic understanding of general marketing philosophy and principles in order to market product effectively. This book is designed to be read by those starting out their careers in marketing. This knowledge will provide the basis for further study of specific aspects of marketing, such as marketing research, advertising, and international marketing, which cannot be covered fully in a basic textbook of this nature.

We request the students to take few minutes in the beginning to look through the book. Students are also advised to note the objective and introduction at the beginning of each of the lessons that tell you what you find. The objectives also tell you what you should remember to succeed in this course. You are also advised to take sufficient interest in the exercises given to you in different units.

Approach of this Text

In this text, we have tried to include a large number of real world examples in order to demonstrate how the concepts and knowledges are applied by the marketers in developing and implementing strategies. Throughout the course, we will cast you in many decision-making roles ranging from *starving students* to *corporate executives*.

Structure of this Textbook

This book is presented in thirteen units. This structure is designed to follow a logical development of the subject but, as every manager will understand, marketing is a circular rather than a linear process. Attempts have been made to design each of the units as self explanatory with the intention that teachers and students can fit the units into whatever pattern the logic of their courses suggests.

Assignment Materials

One of the distinctive features of this text is the nature and variety of its assignment materials. We find that students can learn much from one another. This concept, often called *collaborative learning* which really works.

At the end of each lesson, there are some *Multiple Choice Questions* and some *Descriptive Questions*. Multiple choice questions will help you for your self evaluation and descriptive questions are for written answer. Some activities have also set in most of the lessons. *Activities* are short assignments, usually focusing on a single concept. They are designed to illustrate those concepts quickly and clearly. You also may find them similar to the types of exercises your tutor uses on exams.

I took every possible attempt to make this book as understandable and enjoyable as possible. To do this, the work of many marketing text writers have been borrowed liberally to whom I express my gratitude. I have particularly consulted Dr. Philip Kotler's Marketing Management book rigorously for which I am indebted to him. I would like to thank to those who have generously given me their valuable time and suggestion in the process of writing this text. In conclusion, I am indebted to my beloved wife 'Rina' and two little cute daughters 'Angelica' and 'Nora' who provided me with the motivation, time, and support for which I could finish writing this book.

Marketing Management (MBA 3313)

1. **Understanding Marketing Management** : Defining Marketing Management, the Company Orientation Toward the Marketplace (Marketing Management Philosophies) and the Rapid Adoption of Marketing management.
2. **Market Oriented Strategic Planning** : Corporate and Division Strategic Planning; Business Strategic Planning; The Marketing Process; Product Planning; The Nature and Contents of a Marketing Plan.
3. **Managing Marketing Information and Measuring Market Demand** : Marketing Information and Intelligence System; Marketing Research System; Demand Forecasting and Demand Measurement.
4. **Analysing Industries and Competitors** : Identifying Competitors; Identifying Competitors' Strategies, Objectives, Strength and Weakness; Selecting Competitors to Attack and Avoid.
5. **Differentiating and Positioning the Market Offering** : Tools for Competitive Differentiation; Developing a Positioning Strategies.
6. **New Product Development** : Challenges in New Product Development and its Process; The Consumer Adoption Process.
7. **Managing Life Cycle Strategies** : Stages and Shape of Product Life Cycle; Marketing Strategy throughout the PLC; Market Evolution.
8. **Competitive Marketing Strategies** : Market Leader Strategies; Market Challenger Strategies; Market Follower & Nicher Strategies.
9. **Managing Product Lines, Brands & Packaging** : Product and its Classification; Product Mix & Product Line Decision; Brand Decision; Packaging and Labelling Decisions.
10. **Designing Pricing Strategies & Programs** : Setting the Price; Adapting the Price; Initiating and Responding to Price Changes.
11. **Designing and Managing Integrated Marketing Communication** : Develop Effective Communication.
12. **Organising, Implementing, Evaluating and Controlling Market Activities** : Organising the Marketing Activities; Evaluating and Controlling Marketing Activities.
13. **Marketing & Society: Social Responsibility of Marketing** : Social Criticism of Marketing with reference to Bangladesh; Citizen and Public Actions to Regulate Marketing; Business Action toward Responsible Marketing.

Reference Books:

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4. Stanton, W.J., Etzel, M.J., Walker B.J., Fundamentals of Marketing, 10th edition, McGraw-Hill Inc., Singapore, 1994.
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