SEMESTER S4

MARKETING MANAGEMENT

Course Code	PEAUT412	CIE Marks	40
Teaching Hours/Week (L: T:P: R)	3:0:0:0	ESE Marks	60
Credits	3	Exam Hours	2 Hrs. 30 Min.
Prerequisites (if any)	None	Course Type	Theory

Course Objectives:

1. To help students understand the automotive industry, its trends, challenges, and major players.
2. Students will learn fundamental marketing concepts and strategies tailored to the automotive sector.
3. By the end of the course, students will develop practical skills in automotive marketing management, including product lifecycle management, branding, and sales strategies

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SYLLABUS

Module No.	Syllabus Description	Contact Hours
1	**Automotive marketing :** Overview of automotive industry- understanding the structure, evolution and major players in the automotive industry. Market trends and challenges - analysing current trends, challenges and opportunities shaping the automotive market. Fundamentals of marketing - Introduction to marketing concepts and principles with a focus on their application in the automotive sector. Consumer behaviour in the automotive sector - understanding consumer preferences, decision making processes and buying behaviour specific to the automotive market. Market segmentation and targeting - techniques for segmenting automotive markets based on demographic, psychographic and behavioural factors, strategies for targeting specific customer segments.	9

2	**Automotive product management:** Product lifecycle management - understanding the stages of the automotive product lifecycle and strategies for managing products at each stage. New product development - techniques and processes for developing new automotive products, including market research, concept development and product testing. Brand management - importance of branding in the automotive industry, brand positioning strategies and building brand equity. Product positioning and differentiation - strategies for positioning automotive products in the market and creating points of differentiation from competitors. Quality management in automotive sector - ensuring quality standards in automotive products and services and their impact on marketing strategies.	**9**
3	**Automotive marketing communications:** Integrated marketing communications - overview of marketing communication tools and channels used in the automotive industry, including advertising, public relations, sales promotion and digital marketing. Advertising and media planning - planning and executing advertising campaigns for automotive products, including media selection, message development and campaign evaluation. Digital marketing strategies - leveraging digital channels such as social media, search engine marketing and content marketing to reach and engage automotive consumers. Customer relationship Management (CRM): Importance of CRM in automotive marketing, strategies for building and maintaining customer relationships, and leveraging customer data for personalized marketing. Brand Activation and Sponsorship: Implementing brand activation strategies and leveraging sponsorship opportunities to enhance brand visibility and consumer engagement.	**9**
4	**Automotive Retailing**: Overview of automotive retailing channels, including dealerships, online sales platforms and direct-to-consumer models. Sales Management: Techniques for managing automotive sales teams, setting sales targets and developing sales strategies. Channel Management: Strategies for managing distribution channels in the automotive industry, including dealer networks, franchise agreements and channel conflict resolution. After-Sales Service and Support: Importance of after-sales service in automotive marketing, strategies for enhancing customer satisfaction and loyalty through service and support initiatives.	**9**

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	Legal and Ethical Issues in automotive marketing: Understanding legal and ethical considerations in automotive marketing practices, including advertising regulations, consumer protection laws, and environmental responsibilities.	

Course Assessment Method
(CIE: 40 marks, ESE: 60 marks)

Continuous Internal Evaluation Marks (CIE):

Attendance	Assignment/ Microproject	Internal Examination-1 (Written)	Internal Examination- 2 (Written)	Total
5	15	10	10	40

End Semester Examination Marks (ESE)

In Part A, all questions need to be answered and in Part B, each student can choose any one full question out of two questions

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Part A	Part B	Total
• 2 Questions from each module. • Total of 8 Questions, each carrying 3 marks **(8x3 =24marks)**	• Each question carries 9 marks. • Two questions will be given from each module, out of which 1 question should be answered. • Each question can have a maximum of 3 sub divisions. **(4x9 = 36 marks)**	**60**

Course Outcomes (COs)

At the end of the course students should be able to:

Course Outcome		Bloom's Knowledge Level (KL)
CO1	Students will demonstrate knowledge of the structure, evolution, and major players in the automotive industry, as well as current trends and challenges.	**K1**
CO2	Students will exhibit an understanding of fundamental marketing concepts and principles and their application in the context of the automotive sector	**K2**
CO3	Students will understand consumer behaviour specific to the automotive market, including preferences, decision-making processes, and buying behavior	**K1**
CO4	Students will comprehend various marketing communication tools and channels used in the automotive industry, including advertising, digital marketing, and customer relationship management	**K2**

Note*: K1- Remember, K2- Understand, K3- Apply, K4- Analyse, K5- Evaluate, K6- Create*

CO-PO Mapping Table (Mapping of Course Outcomes to Program Outcomes)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	2	2	-	-	-	-	-	-	-	-	-	-
CO2	2	2	-	-	-	-	-	-	-	-	-	-
CO3	-	-	2	-	-	-	-	-	-	-	-	-
CO4	-	-	-	2	-	-	-	-	-	-	-	-

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Note: *1: Slight (Low), 2: Moderate (Medium), 3: Substantial (High), -: No Correlation*

Text Books				
Sl. No	**Title of the Book**	**Name of the Author/s**	**Name of the Publisher**	**Edition and Year**
1	Marketing Management: Analysis, Planning, Implementation and Control	Philip T. Kotler	-	-
2	Essentials of Management	Harold Koontz , Heinz Weihrich, Mark V. Cannice	Mc Graw Hill	2020

Reference Books				
Sl. No	**Title of the Book**	**Name of the Author/s**	**Name of the Publisher**	**Edition and Year**
1	Marketing innovations in the Automotive industry	Elena Candelo	Springer	-
2	Automotive Product Development	Vivek D Bhise	CRC Press	-
3	Mastering Automotive Digital Marketing	Brian F Pasch	-	-

Video Links (NPTEL, SWAYAM…)	
Module No.	**Link ID**
1	https://nptel.ac.in/courses/110104068
2	https://onlinecourses.swayam2.ac.in/imb23_mg60/preview
3	https://archive.nptel.ac.in/courses/110/104/110104070/
4	https://onlinecourses.nptel.ac.in/noc22_mg57/preview

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