



Bachelor of Business Administration (B.B.A.)			Semester - III
Course Title: Marketing Management	Course Code:		Type of Course: Major
Credit: 04	Theory: 04 Hours	Practical: NIL	Teaching Hours: 60
Internal Marks: 50	External Marks: 50	Total Marks: 100	External Exam Time: 2 Hours

COURSE OUTCOMES:

- Understand the fundamental concepts and principles of marketing and the contribution of marketing to the business enterprise.
- Describe major bases for segmenting consumer markets; define and be able to apply market segmentation, target marketing and market positioning.
- Describe the major types of consumers buying behaviour, the stages in the buyer decision process. Understand how firms' marketing strategies evolve and adapt to match consumer behaviour and perceptions.
- Illustrate how the trade system, economic, political-legal and cultural environments affect a company's marketing decisions.
- Product (e.g., classification of products and services), the stage in the product life cycle and the competitive environment; Describe the steps in the new-product development (NPD) process.
- Identify the costs and benefits of marketing channels; discuss the firms and the functions involved in typical channels. And the types of channel members involved and their functions.
- Understand the various costs involved in pricing products and study the factors involved in the process of forming pricing strategies.
- Identify the roles of advertising, sales promotion, public relations, personal selling and direct marketing in the promotion mix.
- The topics in the course should be discussed in relations to real marketing practices within and outside India.

Pedagogy: Lectures, Case Studies, Student Discussions and interactions

Unit - 1	Unit 1: Introduction to Marketing Management	Hours: 12
	Concept, meaning, nature and Importance of marketing management. Core concepts of Modern Marketing, Concepts of marketing Exchange, product, production, selling, marketing and societal marketing concepts. Difference between marketing-selling- societal marketing concept, Brief idea of Marketing Mix.	
Unit – 2	Unit 2: STP – Segmentation, targeting and positioning.	Hours: 12
	Market segmentation – Concept, significance and bases for segmenting consumer market (consumer characteristics and product characteristics approach). Market targeting – concept and strategies of targeting. Positioning – concept, process.	
Unit - 3	Unit 3: Consumer Behaviour and Marketing Environment	Hours: 12
	Consumer Behaviour: Concept, Importance, Factors affecting consumer behaviour (Cultural, Social, personal and psychological factors), Buying decision process – meaning, stages Marketing Environment – Concept, Internal and External factors	
Unit – 4	Unit 4: Product and Distribution Decisions	Hours: 12
	Product – concept, Product Mix –product line, New Product development – Concept, Process, Product Life cycle – concept and strategies Physical distribution – concept and importance, Channel of distribution – concept, types and factors, Middlemen – types and services provided by middlemen.	



Unit – 5	Unit 5: Pricing and Promotion Decisions	Hours: 12
	Pricing – Concept of pricing, objectives and factors affecting pricing, price setting methods Promotion – concept, factors affecting promotion decision, Brief idea of Advertising, Personal selling, Sales Promotion, Publicity and Public Relation. (Concept and Features)	
Skill Development Activities: Case Studies, Role Plays, Analyzing Company Strategies, Expert Talks, Seeing Videos on Recent Developments.		

REFERENCES

1. R. B. Rudani, Basics of Marketing Management, S. Chand & Company, New Delhi, 2015
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy, and MithileshwarJha, Marketing Management, 14th edition, Person education, New Delhi, 2012
3. S.A. Sherlekar, Marketing Management, Himalaya Publishing House, Mumbai, India, 2009
4. V. S. Ramaswamy and S. Namakumari, Marketing Management, Global Perspective Indian Context, 4th Edition, Macmillan Publishers India Ltd, New Delhi, 2010
5. John Quelch, and Kasturi Rangan, Marketing Management: Text and Cases, Tata McGraw-Hill, New Delhi, 2005
6. Internet Sources
7. R. Shrinivasan, Case studies in Marketing, The Indian Context, PHI Learning, Private Limited, New Delhi, 2012