

Program: Bachelor of Commerce (Economics)				Semester: II	
Course: Marketing Management Academic Year: 2023- 24 Batch: 2023- 27				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA)	Semester End Examinations (SEE)
2	-	-	2	20 marks	30 marks
Learning Objectives:					
<ul style="list-style-type: none"> • Define the term marketing and explain its role and importance in an individual firm and the overall economy. • Understand the importance of strategic marketing and know the basic outline for a marketing plan • Analyze the external environment to identify opportunities or challenges to a business. • Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques. • Describe the elements of the marketing mix (4Ps of marketing) • Product: Explain the use of product mix and life cycle in a marketing strategy • Place / Marketing Channels: Identify different marketing channels and develop distribution strategies. • Promotion / Advertising: Describe the role of advertising and public relations in marketing a product or service. • Pricing: List and explain a variety of pricing objectives • Understand the contemporary trends in marketing 					
Course Outcomes:					
After completion of the course, learners would be able to:					
CO1: Understand the key terms, topics and concepts in marketing					
CO2: Understand and apply marketing concepts to real life situations from consumer and managerial perspectives					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction				6
2	Segmentation, Targeting and Positioning				8
3	Marketing Mix I (Product and Price Mix)				8
4	Marketing Mix II (Place and Promotion Mix) and Contemporary trends in Marketing				8

	Total	30
PRACTICALS		

Unit	Topic	No. of Hours/Credits
Module 1	<p>Introduction: Nature, Scope and Importance of Marketing, what is a Market, Types of Markets, Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept.</p> <p>Marketing Environment: Micro & Macro Environment, Demographic, Economic, Political, Legal, Socio Cultural, Competitor, Supplier, Public Group, Technological environment, Push v/s Market Pull, Marketing v/s Selling</p>	6
Module 2	<p>Market Selection: Segmentation, Targeting and Positioning: Evolution of Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Steps in Segmentation, Importance of Segmentation,</p> <p>Patterns of Target Market Selection</p> <p>Positioning Approaches/strategies, Steps for Positioning</p>	8
Module 3	<p>Product & Pricing:</p> <p>Product: 4 Ps, Moving From 4Ps to 4 Cs, Product Decisions: Concept of Product Life Cycle (PLC), Product width, length, depth, consistency Decisions, Product Mix Decision, Strategies for managing Product-Mix, Branding Decisions, Packaging & Labelling</p> <p>Pricing Decisions: Determinants of Price, Pricing Methods (Non- mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing)</p>	8
Module 4	<p>Place & Promotion:</p> <p>Place (Marketing Channels & Distribution): Channel functions, Channel Levels, Types of Intermediaries:</p>	8

	<p>Types of Retailers, Types of Wholesalers, Factors affecting choice of Distribution Channel</p> <p>Promotion Mix: Importance of Promotion, Factors determining Promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.</p> <p>New Age Marketing: Digital Marketing, Green Marketing, Relationship Marketing Vs. Transactional Marketing</p>	
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Essential Reading:

1. Kotler Philip, Keller Kevin, Koshy Abraham and Jha Mithileshwar. Marketing Management. A South Asian Perspective; 14th edition, Pearson

Reference books

1. Saxena, Rajan. Marketing Management. Fourth edition, Tata McGraw Hill Publishing Co., New Delhi
2. Ramaswamy V.S. and Namakumari S. Marketing Management – Planning, Implementation and Control. Fourth edition, Macmillan
3. Kumar Arun & N Meenakshi. Marketing Management. Second Edition; Vikas Publications
4. Michael, J Etzel., Bruce J Walker and W. J. Stanton; Marketing. 13th edition, McGraw Hill, New York
5. Jorge Alberto Souza De Vasconcellos A. Strategic Moves: 14 Complete Attack and Defense Strategies for Competitive Advantage. Pearson

Evaluation Pattern

The performance of the learner will be evaluated for 50 marks in two components. The first component will be a Continuous Assessment with a weightage of 40% of total marks per course. The second component will be a Semester end Examination with a weightage of 60% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a). Details of Continuous Assessment (CA)

40% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Class Test Average of two class tests of 10 marks	10
Component 2 (CA-2)	Assignment	10

SEMESTER END ASSESSMENT: 30 MARKS

DURATION: 1 HOUR

Question Paper Pattern (Semester –end Examination)

Minor Course

All questions are compulsory

Q. No.	Particulars	Marks
Q.1.	A) Answer in brief OR B) Answer in brief	8
Q.2.	A) Answer in brief OR B) Answer in brief	8
Q.3.	A) Answer in brief OR B) Answer in brief	8
Q.4.	Read the following Case Study and answer the questions that follow.	6