

Program: B.Com (Economics) (2024-25)				Semester: II	
Course: Marketing Management				Course Code:	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks - 40)	Semester End Examinations (SEE) (Marks- 60 in Question Paper)
2	-	-	2	20	30
Learning Objectives:					
<ol style="list-style-type: none"> 1. To familiarize with the basic concepts of marketing management 2. To enable the students in the practical application of marketing mix elements 3. To analyze and solve marketing problems in the complex and fast-changing business environment 					
Course Outcomes:					
<ol style="list-style-type: none"> 1. Learner will be able to explain key terms and concepts of marketing 2. The learners will be able to describe the basic principles of market segmentation, targeting and positioning. 3. Learner will be able to apply the elements of the marketing mix in real-world scenarios 					
Outline of Syllabus: (per session plan)					
Module	Description				No of Hours
1	Introduction				10
2	Segmentation, Targeting and Positioning				10
3	Marketing Mix I (Product and Price Mix)				12
4	Marketing Mix II (Place and Promotion Mix) and Contemporary trends in Marketing				13
	Total				45
PRACTICALS					

Unit	Topic	No. of Hours/Credits
Module 1	<p>Introduction to marketing</p> <p>1.1 Nature, Scope, and Importance of Marketing, what is a Market</p> <p>1.2 Core marketing concepts: Needs, wants & demands, Products, services & experiences, Customer Value & Satisfaction, Exchanges & Relationships.</p> <p>1.3 Marketing Orientations: Production concept, Product concept, Selling concept, Marketing concept, Societal marketing concept.</p> <p>1.4 Marketing Environment: Micro & Macro Environment, Demographic, Economic, Political, Legal, Socio Cultural, Competitor, Supplier, Public Group, Technological environment,</p> <p>1.5 Marketing Concepts - Push v/s Market Pull</p>	10
Module 2	<p>Market Selection</p> <p>2.1 Segmentation, Targeting and Positioning: Evolution of Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Steps in Segmentation, Importance of Segmentation,</p> <p>2.2 Patterns of Target Market Selection, Product Differentiation v/s Market Segmentation,</p> <p>2.3 Positioning Approaches/strategies, Steps for Positioning</p>	10
Module 3	<p>Ps- Product, Pricing, Place & Promotion</p> <p>3.1 Introduction to elements of marketing mix: 4 Ps & Extended 3 Ps, Moving From 4Ps to 4 Cs, Concept of Product Life Cycle (PLC) PLC marketing strategies</p> <p>3.2 Determinants of Price; Pricing Policies & Strategies</p> <p>3.3 Place (Marketing Channels & Distribution): Types of Intermediaries, Factors affecting choice of Distribution Channel</p> <p>3.4 Promotion: Importance of Promotion, Factors determining Promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity, Personal Selling</p>	10

Reference books

1. Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Principles of Marketing, 19th edition, Pearson (2023)
2. Rajan Saxena, Marketing Management, 6th Edition, MC Graw Hill (2020)
3. Seth Godin, This is Marketing, Penguin (2018)
4. Al Ries, Jack Trout, Positioning: The Battle for Your Mind - The Battle for Your Mind, MC Graw Hill (2017)

Paper Pattern

Total Marks allotted: 100 marks

1. Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks**.

Breakup of the 20 Marks is as follows:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application-based questions.	10 marks
Component 2 (CA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Entrepreneurship Fair/ Documentary filming/ Assignments/ Group Discussions Etc.	10 marks

b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **30 Marks**.

QUESTION PAPER FORMAT

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.	A) Answer in brief OR B) Answer in brief	6

