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| **Program: Bachelor of Management Studies (2023-24)** | | | | | | **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)** | | **Semester End Examinations (SEE)** | | | |
| 3 | | Nil | Nil | 3 | 40 | | 60 | | | |
| **Learning Objectives:**   * 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:   1. Understand the key terms, topics and concepts in marketing 2. Understand and apply marketing concepts to real life situations from consumer and managerial perspectives | | | | | | | | | | |
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| **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** | | | | | | | | |  | |

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| **Unit** | **Topic** | **No. of Hours/Credits** |
| **Module 1** | 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.  Marketing Environment: Micro & Macro Environment, Demographic, Economic, Political, Legal, Socio Cultural, Competitor, Supplier, Public Group, Technological environment, Push v/s Market Pull, Environment scanning – Introduction to Marketing Information System; Areas of Marketing Research, Marketing v/s Selling | **10** |
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| **Module 2** | Market Selection: Segmentation, Targeting and Positioning: Evolution of Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Steps in Segmentation, Importance of Segmentation, VALS 2 segmentation profile, Requirements for Effective Segmentation.  Patterns of Target Market Selection, Product Differentiation v/s Market Segmentation,  Positioning Approaches/strategies, Steps for Positioning, Re-Positioning Developments & Issues. | **10** |
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| **Module 3** | Product & Pricing:  Product: 4 Ps, Extended 3 Ps, Moving From 4Ps to 4 Cs, Product Decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Marketing of Services - 7Ps, Unique Characteristics of Services, Product width, length, depth, consistency Decisions, Product Mix Decision, Strategies for managing Product-Mix, Branding Decisions, Packaging & Labelling, Levels of Product, New Product Development. Failure of Product  Pricing Decisions: Determinants of Price, Pricing Methods (Non- mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing), Pricing Policies & Strategies | **12** |
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| **Module 4** | Place & Promotion:  Place (Marketing Channels & Distribution): Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers, Types of Wholesalers, Factors affecting choice of Distribution Channel  Promotion Mix: Importance of Promotion, Factors determining Promotion mix, Promotional Tools – basics of Advertisement, Sales Promotion, Public Relations & Publicity and Personal Selling.  Digital Marketing, Green Marketing, Relationship Marketing Vs. Transactional Marketing, Business analytics in marketing, Ethical Issues in Marketing (brief) | **13** |
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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

**Total Marks allotted: 100 marks**

**a) Details of Continuous Assessment (CA)**

40% of the total marks per course.

Marks allotted for CA is **40 marks.**

Breakup of the 40 Marks is as follows:

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| **Continuous Assessment** | **Details** | **Marks** |
| **Component 1 (CA-1)** | Internal class test (online or offline)   * 3 Class tests will be taken for each course * Marks scored will be computed as the Best 2 out of 3 tests conducted carrying 10 Marks Each | **20 marks** |
| **Component 2 (CA-2)** | Presentations/Project Work/ Viva-Voce/ Book Review/ Field visit & its presentations/ Entrepreneurship Fair/ Documentary filming/ Assignments/Group Discussions Etc. | **20 marks** |

**b) Details of Semester End Examination (SEE)**

60% of the total marks per course.

Marks allotted for SEE is **60 Marks.**

Duration of examination will be **Two Hours.**

**QUESTION PAPER FORMAT**

All Questions are compulsory

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| **Q. No.** | **Particulars** | **Marks** |
| Q.1. | Answer in Brief (Any 2 out of 3)  a)  b)  c) | 12 |
| Q.2. | Answer in Brief (Any 2 out of 3)  a)  b)  c) | 12 |
| Q.3. | Answer in Brief (Any 2 out of 3)  a)  b)  c) | 12 |
| Q.4. | Answer in Brief (Any 2 out of 3)  a)  b)  c) | 12 |
| Q.5. | Read the following Case Study and answer the questions that follow. | 12 |

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Description automatically generated

Signature Signature

(Program Chairperson & Vice Principal) (Principal)