

Program: Bachelor of Management Studies (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 - 25)	Semester End Examinations (SEE) (Marks- 75 in Question Paper)
3	-	-	3	25	75
Learning Objectives:					
<p>CLO 1. To familiarize with the basic concepts of marketing management</p> <p>CLO 2. To enable the students in the practical application of marketing mix elements</p> <p>CLO 3. To analyze and solve marketing problems in the complex and fast-changing business environment</p>					
Course Outcomes:					
After completion of the course, learners would be able to:					
1. Learner will be able to explain key terms and concepts of marketing, explain the basic principles of market segmentation, targeting and positioning- Understand					
2. Learner will be able to apply the elements of the marketing mix in real-world scenarios- Apply					
3. Learner will be able to design marketing strategy using the elements of marketing mix and formulate effective solutions to address marketing challenges- Analyze & Create					
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: 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, Environment scanning – Introduction to Marketing Information System; Areas of Marketing Research, Marketing v/s Selling</p>	10
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, VALS 2 segmentation profile, Requirements for Effective Segmentation.</p> <p>Patterns of Target Market Selection, Product Differentiation v/s Market Segmentation,</p> <p>Positioning Approaches/strategies, Steps for Positioning, Re-Positioning Developments & Issues.</p>	10
Module 3	<p>Product & Pricing:</p> <p>Product: 4 Ps, Extended 3 Ps, Moving From 4Ps to 4 Cs, Product Decisions: Concept of ProductLife 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</p>	12

	<p>Decisions, Packaging & Labelling, Levels of Product, New Product Development. Failure of Product</p> <p>Pricing Decisions: Determinants of Price, Pricing Methods (Non- mathematical treatment), Adapting Price (Geographical Pricing, Promotional Pricing and Differential Pricing), Pricing Policies & Strategies</p>	
Module 4	<p>Place & Promotion:</p> <p>Place (Marketing Channels & Distribution): Channel functions, Channel Levels, Types of Intermediaries: 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>Digital Marketing, Green Marketing, Relationship Marketing Vs. Transactional Marketing, Business analytics in marketing, Ethical Issues in Marketing (brief)</p>	13

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)

Prepared by:

Approved by:

Signature
Head of Department Management

Signature
(Principal)

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 **40 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.	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

Q. No.	Particulars	Marks
Q.1.	Attempt any two out of three	12
Q.2.	Attempt any two out of three	12
Q.3.	Attempt any two out of three	12
Q.4.	Attempt any two out of three	12
Q.5.	Case study/application-based questions	12

Signature

(Program Chairperson & Vice Principal)

Signature

(Principal)