

**COURSE OUTLINE (COMMON CURRICULUM)
SEMESTER V 2024-25**

Program: B.Com				Semester: V	
Course: Marketing Management				Code:	
Academic Year: 2024-2025					
Batch: 2022-25					
Teaching Scheme				Evaluation Scheme	
Lectures	Practicals	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
45	Nil	Nil	03	25 Marks	75 Marks
Internal Component					
Class Test (Duration 20 Mins)			Projects / Assignments		Class Participation
10 Marks			15 Marks		-
Learning Objectives:					
<ol style="list-style-type: none"> 1. To understand the basics of marketing management. 2. To explore and interpret changing marketing information. 3. To study the marketing environment that affects business decisions. 4. To predict future trends in marketing and simulate marketing decisions. 					
Learning Outcomes: After completion of the course, students would be able to:					
<ol style="list-style-type: none"> 1. Gain clarity on conceptual knowledge of marketing management. 2. Learn to derive new marketing strategies with the help of marketing information. 3. Explore marketing opportunities and challenges by studying marketing environment. 4. Develop marketing models in solving future marketing problems. 					

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Pedagogy:

1. Flipped classroom to enhance learner participation & activity.
2. Use of Caselets to enable students to apply theoretical concepts to various business situations.
3. Discussion on latest news articles on marketing strategies & activities of corporates
4. Individual Assignments / Projects such as surveys / interviews & analysis therefrom, to enable learners to apply knowledge in practical situations

Detailed Syllabus: (per session plan)

Session Outline For: Marketing Management

Each lecture session would be of one hour duration (45 sessions)

MODULE	SESSION	TOPICS
I Fundamentals of Marketing Management (Total Sessions : 09)	1 & 2	Concept and Scope of Marketing, Role of Marketing in organization- evolution of marketing philosophies
	3 & 4	Major market forces and marketing outcomes-concept of Holistic Marketing
	5	Organizing and managing the marketing department
	6 & 7	Developing market offerings- (A)Marketing strategy (Identifying Target Market-5-C framework, Developing Value Proposition-The 3-V market value principle)
	8 & 9	Developing market offerings- (B) Designing marketing tactics
II Understanding market and developing viable market strategy (Total Sessions : 09)	10, 11 & 12	Analyzing consumer market- Key Consumer characteristics, Consumer psychology and Buying decision process
	13 & 14	Identifying Marketing Segments and target customers
	15 & 16	Developing Customer Value Proposition
	17 & 18	Developing Positioning strategy: Aligning POP, POD and Frame of Reference
III Designing, communication and delivering value (Total Sessions : 10)	19 & 20	Designing and managing product: Attributes of product differentiations, Product portfolio and product lines, managing packaging and labelling
	21	Essence of branding, Concept of Brand equity and brand power, Measuring Brand equity.
	22 & 23	Managing Pricing - Pricing objectives, Price setting methods, Price discrimination -degrees and methods
	24	Managing incentives-Major incentive decisions

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	25 & 26	Managing Marketing communication- Process for developing a communication program, Alternative media formats for Integrated Marketing Communication, Digital Marketing and its types.
	27 & 28	Role of distribution channels- Functions, Channel levels, core distribution strategies and channel partnerships.
IV Managing growth (Total Sessions : 08)	29 & 30	Driving growth in competitive market- Gaining market position and defending market position, product Life Cycle marketing strategies
	31 & 32	Building customer loyalty and Managing customer relationships
	33 & 34	Deciding on global marketing program- Product and brand strategies
	35 & 36	Socially responsible marketing- Cause Marketing, Social Marketing, serving low income communities, ethical issues in marketing.
Assignments (Total Sessions: 09)	37 to 45	Assignment Presentations and VIVA.

Reference Books:

Title	Author(s)	Publisher
MARKETING MANAGEMENT 16e	Philip Kotler, Kevin Keller, Alexander Chernev, Jagdish Sheth, G. Shainesh	Pearson Education, New Delhi

Any other information:

Details of Internal Continuous Assessment (ICA)

Test Marks: 10

Assignment Marks: 15

There would be two components for Internal Assessment, namely 15 marks Assignment to be conducted and marked by respective teacher within classroom individually and 10 marks Class Test to be conducted as per schedule of EEC

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Term End Examination Question Paper Pattern

Course: Marketing Management

Total Marks: 75

Time: 2½ hours

Q1 Answer any two out of the following three questions (Question 1 from module 1)	16
Q2 Answer any two out of the following three questions (Question 2 from module 2)	16
Q3 Answer any two out of the following three questions (Question 3 from module 3)	16
Q4 Answer any two out of the following three questions (Question 4 from module 4)	16
Q5 Read the Case Study and answer the following questions	11