

<b>PROGRAM</b>	<b>Master of Business Administration</b>
<b>SEMESTER</b>	<b>3</b>
<b>COURSE TITLE</b>	<b>Marketing for MSMEs</b>
<b>COURSE CODE</b>	<b>04MB0329</b>
<b>COURSE CREDITS</b>	<b>03</b>
<b>COURSE DURATION</b>	<b>42 Hrs (42 sessions of 60 minutes each)</b>

**COURSE OUTCOMES:**

- ❖ Understand the basics of Marketing Management Practices and challenges for Small Businesses in India
- ❖ Apprehend the perspectives of consumer and their decision-making process for New Products
- ❖ Understand and apply the Product Development Policies and Pricing Methods for various types of products in each marketing scenario for a small business start-up
- ❖ Comprehend the Promotional strategies using various IMC tools with the limitation faced by small businesses
- ❖ Suggest Different Distribution strategies for different types of products within prevailing managerial constraints of Funds, Technology and Manpower

**COURSE CONTENTS:**

<b>Unit No</b>	<b>Unit / Sub Unit</b>	<b>Sessions</b>
<b>I</b>	<b>Introduction:</b> Characteristics of Small Businesses – Nature, Scope & Limitations – Marketing Department Structure in Small Business – Marketing Environment for Small Business- Marketing Mix for Small Business – Value Chain and Value Delivery for Small Business – Case Discussion on Successful Start-up Marketing	08
<b>II</b>	<b>Consumer Behavior and its Impact on Small Business:</b> Segmentation – Targeting and Positioning Strategies for Small businesses – Consumer Motivation and Perception about Products from Small Businesses –Consumer Buying Process and Participants at each stage– Challenges in brand Building For Small Business – Sales Forecasting: Objectives – Importance – Process and Limitations	10
<b>III</b>	<b>Product and Pricing for Small Business:</b> Classification of goods – Product mix – Product Life Cycle – Product planning – Importance. Pricing Decisions – Objectives and Advantages of Pricing Decisions – Factors affecting pricing decisions – Kinds of Pricing – Process of price Determination	08
<b>IV</b>	<b>Promotion and Distribution Strategies for Small Business:</b> – Promotion mix: Components – Advertising - Personal selling - sales promotion and publicity for small business – Importance of Channels of distribution, Channel –Selection of appropriate channel – Distribution – evaluation – Sales Management for Small Business	08
<b>V</b>	<b>Emerging marketing environment in India:</b> Super Markets – Departmental Stores– Service marketing – Functionaries – Rural Marketing – Marketing Research concepts and Techniques for Small Business – Case Discussion on Success Stories of Mid-Sized Organized Retail Formats	08

**EVALUATION:**

The students will be evaluated on a continuous basis and broadly follow the scheme given below:

	Component	Weightage
A	Continuous Evaluation Component (Assignments / Quizzes / Class Participation etc.)	20% (C.S.E.)
B	Internal Assessment	30% (I.A.)
C	End-Semester Examination	50% (External Assessment)

**SUGGESTED READINGS:**
**Text Books:**

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
T1	Philip Kotler, Keller, Koshy and Jha,	Marketing Management	Pearson Education	Latest
T2	Namakumari & Ramaswamy	Marketing Management: Indian Context	McMillan Limited	Latest

**Reference Books:**

Sr. No	Author/s	Name of the Book	Publisher	Edition & Year
R-01	Noel Capon, Siddharth Shekhar Singh	Managing Marketing: An Applied Approach	Wiley Publication	Latest
R-02	Jennifer Thome	Small Business Marketing Made Easy	CreateSpace Independent Publishing Platform	Latest
R-03	Stuart Atkins	Small Business Marketing: A Guide for Survival Growth and Success	BookSurge Publishing; Reprint edition	Latest