

INSTITUTE	FACULTY OF MANAGEMENT STUDIES
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
SEMESTER	3
COURSE TITLE	MARKETING MANAGEMENT
COURSE CODE	04BB0301
COURSE CREDITS	4

Course Outcomes: After completion of this course, student will be able to:

- 1 Comprehend Fundamental Marketing Concepts and marketing environment
- 2 Apprehend the concepts of Basic 4Ps of Marketing.
- 3 Understand and apply the concepts of Segmenting and Targeting Customers.
- 4 Comprehend various channels of distribution and various means of promotion
- 5 Understand and apply concept of product development and pricing strategies

Pre-requisite of course:NONE

Teaching and Examination Scheme

Theory Hours	Tutorial Hours	Practical Hours	ESE	IA	CSE	Viva	Term Work
4	0	0	50	30	20	0	0

Contents : Unit	Topics	Contact Hours
1	INTRODUCTION TO MARKETING MANAGEMENT Introduction to marketing management – Why Marketing management ?, Definition, Scope, Core Marketing concepts, Understanding – Needs, Wants and Demand, Customer Value & Satisfaction, Functions of marketing, Eras in marketing, Marketing environment, Marketing mix, Role of marketing manager	10
2	CONSUMER BEHAVIOUR & SEGMENTATION Understanding Consumer behaviour, Factors affecting Consumer Buying Decisions, Consumer Buying Process, difference between Consumer buying and Industrial buying, Introduction to Segmenting, Concept, Importance and Bases of segmentation, Targeting & Positioning, Product differentiation	10
3	PRODUCT & PRICE Understanding Product and its importance, Product Levels, Product mix, Branding, Product Life Cycle & Strategies at various levels, New Product Development, Overview of Packaging, Introduction to Service marketing, SERVQUAL, Introduction to Pricing, Factors affecting Pricing, Strategies for Pricing	10

Contents : Unit	Topics	Contact Hours
4	DISTRIBUTION Introduction to Distribution, Meaning and Importance, Channels of Distribution, Channel members, Wholesaling and Retailing, Introduction to Logistics	8
5	PROMOTION Introduction to Promotion – Types, Scope, Tools, Advertising – Roles, 5MS, Personal selling, Public relations, Direct Marketing, sales promotion – concept and characteristics, Brief introduction to Latest trends in marketing (Online Marketing - Green marketing and Rural Marketing)	10
Total Hours		48

Textbook :

- 1 A Framework for Marketing Management, Philip Kotler & Kevin Lane Keller, Pearson Education. , 2016

References:

- 1 Marketing Management: A South Asian Perspective, Marketing Management: A South Asian Perspective, Philip Kotler; Kevin Lane Keller; Abraham Koshy; MithileshwarJha, Pearson Education, 2013
- 2 Marketing Management, Marketing Management, Tapan Panda, Excel Books , 2010
- 3 Marketing Management, Marketing Management, Rajan Saxena , TMGH, 2020

Suggested Theory Distribution:

The suggested theory distribution as per Bloom's taxonomy is as follows. This distribution serves as guidelines for teachers and students to achieve effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember / Knowledge	Understand	Apply	Analyze	Evaluate	Higher order Thinking
20.00	30.00	25.00	15.00	10.00	0.00

Instructional Method:

- 1 Theory

Supplementary Resources:

- 1 <https://www.managementstudyguide.com/marketing-management>
- 2 <https://www.coursera.org/articles/4-ps-of-marketing>
- 3 <https://sendpulse.com/support/glossary/promotion-mix>
- 4 <https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/>