

Part A – Introduction			
Subject	Business Administration		
Semester	III		
Name of the Course	Marketing Management		
Course Code	B23-BBA-302		
Course Type: (CC/MCC/MDC/CC- M/DSEC/VOC/DSE/PC/AEC/VAC)	CC-B3		
Level of the course (As per Annexure-I)	Intermediate-Level		
Pre-requisite for the course (if any)	None		
Course Learning Outcomes (CLO):	<p>After completing this course, the learner will be able to:</p> <ol style="list-style-type: none"> 1. Describe the fundamental concept related to marketing 2. Describe the different approach of marketing and environment in which marketing system operate. 3. Demonstrate an understanding of the 4P's used by marketers. 4. Design a marketing plan for real world market offering (product/service). <hr/> <p>5*.</p>		
Credits	Theory	Practical	Total
	4	0	4
Contact Hours	60	0	60
Max. Marks: 100 Internal Assessment Marks: 30 End Term Exam Marks: 70		Time: 3 Hours	

Part B- Contents of the Course

Instructions for Paper- Setter

The Paper-Setter shall set *nine* questions in all and the question paper shall be divided into two parts. **Part ‘A’** shall comprise *four* short answer type questions from the whole of the syllabus carrying 3.5 marks each, which shall be compulsory. **Part ‘B’** shall comprise *eight* questions (*two* questions from each unit) carrying 14 marks each and the student will be required to attempt *four* questions selecting *one* question from each unit.

Unit	Topics	Contact Hours
I	Marketing Management- Meaning, Nature and Scope. Concepts of Marketing, Marketing Environment, Marketing Mix, STP (segmenting, targeting and positioning) approach to marketing.	15
II	Marketing Information System- Meaning and Components. Marketing Research. Consumer Behaviour-Meaning and Importance of study for Marketers.	15
III	Product —Meaning, levels and product Mix. New Product development, Product Life Cycle, Branding and Packaging decision, Pricing-Meaning, procedure for setting a price, Pricing Strategy Distribution Channels- Levels and Roles. Management of Physical Distribution.	15
IV	Promotion- promotion Mix- A study of advertising, sales promotion, personal selling, direct marketing and public relations. Marketing organization and control, Marketing of Services: An introduction to services, Role of Service Sector in the economy, 7P's of Service Marketing.	15
V*		

Suggested Evaluation Methods

<p>Internal Assessment:</p> <ul style="list-style-type: none"> ➤ Theory ● Class Participation: 5 ● Seminar/presentation/assignment/quiz/class test etc.: 10 ● Mid-Term Exam: 15 ➤ Practicum ● Class Participation: ● Seminar/Demonstration/Viva-voce/Lab records etc.: ● Mid-Term Exam: 	<p>End Term Examination: 70</p>
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Part C-Learning Resources

Recommended Books/e-resources/LMS:

1. Kotler, P. & Keller, K.: *Marketing Management*, 16th ed.; Pearson Publisher, New Delhi.
2. Ramaswamy, V.S. and Namakumari, S.: *Marketing Management: Planning, Control*; MacMillan Press, New Delhi.
3. Saxena, R.: *Marketing Management*, 6th ed.; Tata Mc. Graw Hill, New Delhi.

*Applicable for courses having practical component.