

**NIRMA UNIVERSITY**  
**Institute of Technology**  
**Bachelor of Technology (All)**  
**Semester V/VI**

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<b>Course Code</b>	<b>2HSOE55</b>
<b>Course Title</b>	<b>Elements of Marketing Management</b>

**Course Outcomes (CO):**

At the end of the course, students will be able to-

1. understand the basic concepts of marketing management
2. analyze the significance of product, place, price and promotion of marketing-mix
3. evaluate the marketing strategies

**Syllabus:**

**Teaching Hours: 45**

<b>Unit I</b>	<b>6</b>
<b>Basic Marketing Concepts:</b> Concept of marketing, core marketing concepts, importance and scope of marketing, company orientation towards market place	
<b>Unit II</b>	<b>8</b>
<b>Product:</b> Product and product mix, importance of product, product objective, product strategy planning for new product	
<b>Unit III</b>	<b>6</b>
<b>Marketing Environment:</b> Demographic, Economic natural, Technical, Political, legal, social cultural	
<b>Unit IV</b>	<b>6</b>
<b>Consumer Buying Behaviour:</b> Influences on buyer behavior, buying decision process, Market segmentation – levels, pattern and procedure	
<b>Unit V</b>	<b>8</b>
<b>Distribution Channel:</b> Importance and factors of distribution channels, types of channels, channels of distribution – consumption good, industrial goods, nature and type of retailers Function and type of wholesalers, selecting distribution, channels	
<b>Unit VI</b>	<b>6</b>
<b>Pricing:</b> Nature and Importance of pricing, objectives of pricing. Considerations in price determination approaches to pricing	
<b>Unit VII</b>	<b>3</b>
<b>Promotion:</b> Promotion and its elements, objectives of promotion, promotion mix	

## **Unit VIII**

**2**

**Marketing Research:** Nature and scope, process of market research, uses and limitations

### **Self -Study:**

The self-study contents will be declared at the commencement of semester. Around 10% of the questions will be asked from self -study contents.

### **Suggested Readings^:**

1. Kotler Philip, Marketing Management, PHI Publication.
2. Saxena Rajan, Marketing Management Tata McGraw Hill Pvt. Ltd.
3. Agarwal R.D., Organization and Management, Tata McGraw Hill Pvt. Ltd.

L = Lecture, T = Tutorial, P = Practical, C = Credit

^ this is not an exhaustive list