

Name of the Programme: Bachelor of Business Administration (BBA)

Course Code: BBA 1.3

Name of the Course: Marketing Management

Course Credits	No. of Hours per week	Total No. of Teaching Hours
4 Credits	4 Hrs	56 Hrs
Pedagogy: Classroom lecture, tutorials, Group discussion, Seminar, Case studies, fieldwork etc.,		
Course Outcomes: On successful completion of the course, the students will be able to <ul style="list-style-type: none">• Understand the Concepts and Functions of Marketing.• Analyse Marketing Environment its Impact on the Business.• Understand the Consumer Behaviour• Describe Marketing Mix and also strategize Marketing Mix• Describe Service Marketing Mix.• Use the Technology in Market Survey and Collection of Data.• Understand the Various Acts Related to Marketing.		
Syllabus		
Module No. 1: FUNDAMENTALS OF MARKETING (14 Hrs) <p>Introduction to Marketing, Evolution of Marketing, Meaning and Definitions, Objectives, Importance and Functions of Marketing, Traditional Marketing Concept vs Modern Marketing Concept. Marketing V/S Selling, Marketing Myopia, Approaches to Marketing.</p> <p>Marketing of Services - Meaning, Definition, Features.</p> <p>Marketing Environment - Meaning, Environmental Scanning, Benefits of Environmental Scanning, Components of Marketing Environment.</p>		
Module No. 2: MARKETING MIX & LEGAL ASPECTS OF MARKETING (14 Hrs) <p>Marketing Mix - Introduction, Elements of Marketing Mix, Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons For Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors Influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors Affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising, Services Marketing Mix.</p> <p>Legal Aspects of Marketing- Consumer Protection Act 1986, Environment Protection Act 1955, The Prevention of Food Adulteration Act 1951, The Competition Act 2002, The Packaging Rules 1977, FSSAI.</p>		
Module No. 3: CONSUMER BEHAVIOUR (08 Hrs) <p>Meaning, Definition: Consumer, Consumer Behaviour, Factors Influencing Consumer Behaviour, Consumer Decision Process, Types of Buying Motives, Theories of Consumer Buying Behaviour, Consumer Socialization, Factors Influencing Consumer Socialization</p>		
Module No. 4: MARKETING STRATEGIES (08 Hrs) <p>Market Segmentation- Meaning, Definition, Significance of Market Segmentation, Basis for Segmentation of Consumer Market and Business Segmentation.</p> <p>Target Marketing: Steps in Target Marketing, Market Targeting Strategies.</p> <p>Market Positioning: Importance of Marketing Positioning, Basis for Developing Positioning Strategy</p>		

Module No. 5: MARKET RESEARCH and INNOVATIONS (12 Hrs)

Market Research- Meaning Definition, Objectives, Characteristics. Types of Marketing Research, Methods in Market Research, Marketing Research Tools and Techniques – Consumer Engagement Softwares' & online data collection forms (Quest Back, Key Survey, Klout, Kred, Survey Monkey, Sparrow Survey, Typo Form Etc.)

Innovations In Marketing: Meaning, Definition, Characteristics and Challenges- Green Marketing, Online Marketing, Digital Marketing, Content Marketing, Social Media Marketing, Disruptive Marketing.

Skill Developments Activities:

- Two cases on the above syllabus should be analyzed and recorded in the skill development book.
- Design a logo and tagline for a product of your choice
- Develop an advertisement copy for a product.
- Prepare a chart for distribution networks for different products.
- Prepare a Survey Report on Consumer Behaviour

Any other activities, which are relevant to the course.

Reference Books:

- Philip Kotler, Marketing Management, Prentice Hall.
- Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
- William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
- Bose Biplab, Marketing Management, Himalaya Publishers.
- J.C. Gandhi, Marketing Management, Tata McGraw Hill.
- Ramesh and Jayanti Prasad: Marketing Management, I.K. International
- Sontakki, Marketing Management, Kalyani Publishers.
- P N Reddy and Appanniah, Marketing Management
- E – Commerce, P T Joseph, 4th Edition, 2013, PHI learning Pvt.Ltd.

Note: Latest edition of textbooks and reference Books may be used