

<b>Name of the Program:</b> Bachelor of Business Administration (BBA) <b>Course Code:</b> BBA 1.3 <b>Name of the Course:</b> Marketing Management		
<b>Course Credits</b>	<b>No. of Hours per Week</b>	<b>Total No. of Teaching Hours</b>
<b>4 Credits</b>	<b>4 Hrs</b>	<b>56 Hrs</b>
<b>Pedagogy:</b> Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
<b>Course Outcomes: On successful completion of the course, the Students will demonstrate</b> <ul style="list-style-type: none"> <li>Understand the concepts and functions of marketing.</li> <li>Analyse marketing environment impacting the business.</li> <li>Segment the market and understand the consumer behaviour</li> <li>Describe the 4 p's of marketing and also strategize marketing mix</li> <li>Describe 7 p's of service marketing mix.</li> </ul>		
<b>Syllabus:</b>		<b>Hours</b>
<b>Module No. 1: INTRODUCTION TO MARKETING</b>		<b>10</b>
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. <b>Recent trends in Marketing</b> -E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).		
<b>Module No. 2: MARKETING ENVIRONMENT</b>		<b>10</b>
<b>Micro Environment</b> – The company, suppliers, marketing intermediaries competitors, public and customers; <b>Macro Environment</b> - Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.		
<b>Module No. 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR</b>		<b>10</b>
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.		
<b>Module No. 4: MARKETING MIX</b>		<b>20</b>
Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. 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 (Meaning Only)		
<b>Module No. 5: SERVICES MARKETING</b>		<b>06</b>
Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).		
<b>Skill Developments Activities:</b> <ol style="list-style-type: none"> <li>Two cases on the above syllabus should be analyzed and recorded in the skill development</li> <li>Design a logo and tagline for a product of your choice</li> <li>Develop an advertisement copy for a product.</li> <li>Prepare a chart for distribution network for different products.</li> </ol>		

**Text Books:**

1. Philip Kotler, Marketing Management, Prentice Hall.
2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI
3. William J. Stanton, Michael J. Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.
4. Bose Biplab, Marketing Management, Himalaya Publishers.
5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.
6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International
7. Sontakki, Marketing Management, Kalyani Publishers.
8. P N Reddy and Appanniah, Marketing Management

**Note: Latest edition of text books may be used.**

<b>BBA 1.4 – Digital Fluency (SEC)</b>			
Course Credits	: 02	Total Contact Hours	: 30
Internal Assessment Marks	: 15	Semester End Examination Marks	: 35