

JYOTI NIVAS COLLEGE AUTONOMOUS

Name of the Program: 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	60 Hrs

Pedagogy: Classrooms lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,

COURSE OBJECTIVES

- Understand the concepts and functions of marketing.
- Analyse marketing environment impacting the business.
- Segment the market and understand the consumer behaviour
- Describe the 4 P's of marketing and also strategize marketing mix
- Describe 7 P's of service marketing mix.

LEARNING OUTCOMES

- To define marketing concepts
- Analysing various marketing techniques and marketing mix
- To distinguish market segments and classify consumer behaviour
- Illustration of distribution network channels and analysis with example of various industries
- To understand recent developments in marketing and importance of service marketing in the marketing environment

Syllabus:	Hours
Module No.1: INTRODUCTION TO MARKETING	12
Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. Recent trends in Marketing -E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).	
Module No.2: MARKETING ENVIRONMENT	12
Micro Environment – The company, suppliers, marketing intermediaries competitors, public and customers; Macro Environment - Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	
Module No.3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR	10
Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process.	
Module No. 4: MARKETING MIX	20
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)	

Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).

SKILL DEVELOPMENTS ACTIVITIES:

1. Two cases on the above syllabus should be analyzed and recorded in the skill development
2. Design a logo and tagline for a product of your choice
3. Develop an advertisement copy for product.
4. Prepare a chart for distribution network for different products.

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.