

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2018 BATCH AND THEREAFTER**

Programme: B.B.A

Semester: II

MARKETING MANAGEMENT

Course Code: 18BB204

No. of Hours: 60

COURSE OBJECTIVES:

- To make students to understand the concept of marketing, its scope and applications.
- To expose the students to the latest trends in market and marketing procedure.
- To contribute a wider coverage on marketing and services mix.

LEARNING OUTCOMES:

- To enable the students to employ various recent marketing tools in different sectors.
- To accustom the students to the various channels of distribution in the field of marketing.
- To enable the students to implement different marketing strategies for developing various products.

UNIT 1: Introduction to Marketing:

10 HRS

Features and Characteristics of markets – distinction between market and marketing, Definition, nature, scope and importance of Marketing, approaches to the study of marketing. Traditional and modern concept of marketing. Functions of marketing- CRM (Concept, need and importance)

UNIT 2:

10 HRS

Segment Targeting and Positioning: Market segmentation: Def, Meaning, Importance, Requisites, Criteria, Bases, Market Targeting Strategies: Undifferentiated, Single – ‘Niche Segmentation’, multiple segmentation. Positioning: Meaning, importance

Marketing Mix: the elements of marketing mix. 4P’s. Marketing mix in services industry: 7P’s Service product, price, promotion, place, process, people, and physical evidence. (concept only).

UNIT 3: Product:

08 HRS

Classification of products, Industrial V/S consumer goods. Product mix decision – product line, product addition & deletion. PLC – stage, New Product Development Process, Branding, Packing, and Labeling.

UNIT 4: Pricing:

10 HRS

Importance of price, Pricing objectives, Factors influencing pricing decision – internal factors, external factors, steps in price determination, pricing policies – cost based, Demand based, Cost Demand Based, and competition based – Pricing strategies.

UNIT 5: Channels of Distribution:

08 HRS

Definition, Need, Levels of Channel, Channel management decision, factors affecting channels, types of marketing channels.

UNIT 6 :

09 HRS

Promotion mix: nature and importance of promotion, promotion methods – Advertising: Def, meaning, distinction between advertising and sales promotion, advertising and public relations. Objectives. Role and limitations of advertising.

Sales Promotion: Meaning, importance, objective. Role and limitations. Personal Selling: meaning, advertising v/s personal selling, Process, methods, merits and limitations of personal selling. Public Relation: meaning, public relation v/s advertising, role of public relations, role of social media.

UNIT 7 :Recent Trends in Marketing:

05 HRS

M-Business, Relationship Marketing, retail marketing, Virtual marketing, Concept marketing, E-marketing, Telemarketing. Digital marketing: Meaning and significance.

SKILL DEVELOPMENT

- Select a product and identify the segmentation, targeting and positioning of that product in the market.
- Visit a shopping mall and observe the consumers' behavior in general and record their response with respect to a specific product/brand.
- Choose a corporate brand and identify its product mix, line, depth and consistency.
- Select any five different types of products and discuss the advantages and disadvantages of packaging.
- Collect the labels of different products and note the MRP and other contents of it.
- Select any two products (one Industrial good and one consumer good), locate the channel involved in the physical movement of product, from the point of production to the point of consumption
- Select a product and analyze its ad campaign (media schedule, ad theme, different appeals and its creativity)

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4. Philip Kotler , Marketing Management, Pearson, 2012.
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