



Bachelor of Business Administration
B.B.A (General) Semester-III

Course Code	UM03MABBA02	Title of the Course	Marketing Management-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	<ol style="list-style-type: none"> 1. To give insight about marketing management. 2. To outline key marketing concepts and its application to different markets. 3. To analyse and examine the implementation of marketing concepts and strategy to firms. 4. To attain of organisational marketing goals.
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Course Content		
Unit	Description	Weightage*(%)
1.	Conceptual Foundation: <ul style="list-style-type: none"> • Nature and Concept of marketing Management, • Core Concepts, • Philosophies of Marketing, • Importance of Marketing, • Marketing Environment 	25%
2.	Product Mix <ul style="list-style-type: none"> • Concept, • Product Planning, • Significance, Packaging, • Product Mix, • Product Life Cycle & strategies , • New product development process 	25%
3.	Price Mix <ul style="list-style-type: none"> • Concept of Price, • Significance of price, • Objectives of pricing decision, • Factors affecting pricing Decision, • Methods 	25%
4.	Promotion & Distribution Mix <ul style="list-style-type: none"> • Concept of Promotion, • Tools of promotion, • Kinds of media of advertising, • Concept of distribution, • Types of channels of distribution, • Factors affecting channels of distribution. 	25%





Teaching-Learning Methodology	<ul style="list-style-type: none"> • ICT through (Power Point Presentation, Audio-Visual Presentation) • Group Discussion, • Role Playing, • Case Study
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Evaluation Pattern		
As per Sardar Patel University Letter :(E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal	50 %
2.	Internal Continuous Evaluation in the form of Quizzes, Seminars, Assignments and Attendance	
3.	University Examination	50 %
*Students will have to score a minimum 40 (forty) per cent to pass the course.		

Course Outcomes: Having completed this course, the learner will be able to	
1.	Identify the scope and significance of marketing in domain industry
2.	Examine marketing concepts and phenomenon to current business events in the industry
3.	Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

Suggested References	
Sr. No.	References
1.	Marketing Management by Dr. C.B.Gupta. and Dr. Rajan Nair ,Sultan Chand Publication ,New Delhi.
2.	Marketing Management by Philip Kotler.
3.	Marketing Management by S.A.Sherlekar ,Himalaya Publication

On-Line Resources available that can be used as Reference Material
https://htbiblio.yolasite.com/resources/Marketing%20Book.pdf

