



Bachelor of Business Administration  
B.B.A Semester-IV

Course Code	UM04CBBA72	Title of the Course	MARKETING MANAGEMENT-II
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ol style="list-style-type: none"><li>1. TO GIVE INSIGHT ABOUT MARKETING MANAGEMENT.</li><li>2. TO OUTLINE KEY MARKETING CONCEPTS AND ITS APPLICATION TO DIFFERENT MARKETS.</li><li>3. TO ANALYSE AND EXAMINE THE IMPLEMENTATION OF MARKETING CONCEPTS AND STRATEGY TO FIRMS.</li><li>4. ATTAINMENT OF ORGANISATIONAL MARKETING GOALS.</li></ol>
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Course Content		
Unit	Description	Weightage*(%)
1.	<b>Buyer Behavior and Market Segmentation</b> <ul style="list-style-type: none"><li>• Introduction Model of Buyer Behavior,</li><li>• Scope of Buyer Behavior,</li><li>• Process of Buyer Behavior,</li><li>• Major influencing Factors,</li><li>• Bases of Market Segmentation,</li><li>• Segmentation Process</li></ul>	25%
2.	<b>Consumerism</b> <ul style="list-style-type: none"><li>• Concept of Consumerism,</li><li>• History &amp; Evolution of Consumerism,</li><li>• Causes of Consumerism,</li><li>• Consumer Protection Act,</li><li>• Consumer Movement</li></ul>	25%
3.	<b>Service Marketing</b> <ul style="list-style-type: none"><li>• Introduction of Service Marketing,</li><li>• Characteristics of Service,</li><li>• Classification of Service,</li><li>• Service Marketing Mix,</li><li>• Introduction of Service Quality,</li><li>• Determinants of Service Quality,</li><li>• 4 P's of Service Marketing.</li></ul>	25%





4.	<p><b>Social Marketing:</b></p> <ul style="list-style-type: none"> <li>• Concept of Social Marketing,</li> <li>• Benefits of Social Media Marketing (with reference to individual and company),</li> <li>• Tools of social media.</li> <li>• <b>Direct Marketing:</b> Major Channels of Direct Marketing &amp; Types of Direct Marketing Channels</li> <li>• <b>Online marketing:</b> Advantages and disadvantages, challenges of Online Marketing.</li> <li>• <b>Green Marketing:</b> Meaning, Importance, Problems.</li> </ul>	25%
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Teaching-Learning Methodology	ICT through (eg. Power Point Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / MCQ (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

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





<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
1.	Marketing Management by Dr. C. B. Gupta. and Dr. Rajan Nair, Sultan Chand Publication, New Delhi.
2.	Marketing Management by Philip Kotler, Eastern Economy Edition, 10th Edition
3.	Marketing Management by Philip Kotler, K. L. Keller, A Koshy & M. Jha, Pearson Education Inc. 13th Edition.
4.	Marketing Management by S. A. Sherlekar, Himalaya Publication.
5.	Service Marketing by P. K. Gupta, Everest Publishing House
6.	Marketing of Services Strategies For Success, by Haresh V. Verma., Global Business Press
7.	Marketing Management by D. Datta and M. Datta, Vrinda Publication (P) Ltd., Delhi

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