

SARDAR PATEL UNIVERSITY
Programme: BBA(General)
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UM03CBBA01	Total Credit: 3
Title Of Paper: Marketing Management-I	

Unit	Description in detail	Weighting (%)
1	Conceptual Foundation Nature and Concept of marketing Management, Core Concepts, Philosophies of Marketing, Evolution of Marketing, Marketing Environment	25 %
2	Product Mix Concept, Product Planning, Significance, Packaging, Product Development, Product Life Cycle & strategies ,New product development process	25 %
3	Price Mix Concept, Significance of price ,objectives of pricing decision, Factors affecting pricing Decision, Methods	25 %
4	Promotion & Distribution Mix Types &tools of promotion, kinds of media of advertising, Meaning of distribution ,Types of channels of distribution, Factors affecting channels of distribution.	25 %

Basic Text & Reference Books

- Marketing Management by Dr. C.B.Gupta. and Dr. Rajan Nair ,Sultan Chand Publication ,New Delhi.
- Marketing Management by Philip Kotler.
- Marketing Management by S.A.Sherlekar ,Himalaya Publication.

