



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

Course Code	UM03CBBA72	Title of the Course	MARKETING MANAGEMENT-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To give insight about marketing management.• To outline key marketing concepts and its application to different markets.• To analyse and examine the implementation of marketing concepts and strategy to firms.• 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,• Significance of price,• Objectives of pricing decision,• Factors affecting pricing Decision,• Methods	25%
4.	Promotion & Distribution Mix <ul style="list-style-type: none">• Types &tools of promotion,• Kinds of media of advertising,• Meaning of distribution,• Types of channels of distribution,• Factors affecting channels of distribution.	25%





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.	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

