

SARDAR PATEL UNIVERSITY
Programme: BBA(Information Systems Management)
Semester: V
Syllabus with effect from : JUNE 2013

Paper Code: UM05CBBS07	Total Credit: 3
Title Of Paper: Marketing Management - I	

Unit	Description in detail	Weighting (%)
1	INTRODUCTION Meaning of Market, Marketing, and Marketing management Scope and Importance of marketing Core concepts of Marketing Philosophies of Marketing Green Marketing(Meaning and Significance)	25 %
2	CONSUMER BEHAVIOUR Concept of and importance of Consumer behavior Scope and Factors affecting consumer Behavior Model of Consumer behavior (Basic and Howard Sheth model) Buying Decision-making process	25 %
3	PRODUCT MIX AND CHANNEL OF DISTRIBUTION Concept of product and product levels New product development process Product mix Stages of Product life cycle and its Strategies Types of channel of Distribution Factors affecting channel Decision	25 %
4	PRICING, PROMOTION, AND MEDIA Concept of Pricing, objective and Methods of pricing Concept of Promotion, tools, and Promotion mix Concept, types, Merits and Demerits of each Media	25 %

Basic Text & Reference Books

- Marketing Management By, Kotler Philip K, Keller Kevin Lane, Jha Mithileshwar, Koshy Abraham, 13th Edition, Prentice Hall Publication
- Marketing Management, 13th Edition, Sherlekar S.A , Himalaya Publishing House, 2007
- Marketing Management by Dr.Varma M.M & Agarwal R.K (Forward Publishing Company)
- Marketing Management By Rajan Saxena

