

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: V
Syllabus with effect from: June-2013

Paper Code: UM05EBBI01	Total Credit:3
Title Of Paper: Principles of Marketing Management	

Unit	Description in detail	Weighting (%)
I	Conceptual Foundation Nature, Scope and Core concepts of Marketing, Importance of marketing in Business and Indian Economy, Marketing Philosophies, Marketing Environment (Micro and Macro)	25%
II	Buyer Behavior and Market Segmentation Introduction, Model, Scope, Process, Major influencing Factors, Types of Buying Decisions, Bases of Market Segmentation	25 %
III	Marketing Mix Product Decisions: Concept, Product Life Cycle, New Product Development Process Pricing: Objectives, Methods, Policies Distribution: Concept, Types, Factors	25 %
IV	Sales Promotion Concept, Sales promotion Tools, Sale force Management (Selection ,Appraisal, Compensation)	25 %

Basic Text & Reference Books:-

- Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair Publication Sultan Chand & Sons, New Delhi
- Marketing Management by Shrinivasan and Radhaswami Publication Sultan Chand & Sons, New Delhi.
- Marketing Management by Philip Kotler
- Marketing Management by S.A.Sherlekar, Himalaya Publishing House
- Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
- Marketing Research by G.C. Beri, Publication TATA McGraw Hills

