



Bachelor of Business Administration
B.B.A (ITM) Semester-IV

Course Code	UM04DBBI72	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">1. To Give Insight About Marketing Management.2. To Outline Key Marketing Concepts And Its Application To Different Markets.3. To Analyse And Examine The Implementation Of Marketing Concepts And Strategy To Firms.4. Attainment Of Organisational Marketing Goals.
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Course Content		
Unit	Description	Weightage*(%)
1.	MARKETING RESEARCH <ul style="list-style-type: none">• Introduction, Objectives• Research Process, Types of Research Design• Sampling Methods, Data Collection method	25%
2.	SERVICE MARKETING AND CONSUMERISM <ul style="list-style-type: none">• Meaning, Characteristics of Service• Nature, Classification of services• Meaning, Need, Consumer Protection Act	25%
3.	CONCEPTUAL FOUNDATION OF ADVERTISING <ul style="list-style-type: none">• Introduction, Objectives of Advertising• Importance, AIDA Model• 5 M's of Advertising: Mission, Money, Message, Media, Measurement• Methods for Advertising Budget• Process of developing advertising message	25%
4.	ADVERTISING LAYOUT <ul style="list-style-type: none">• Meaning and Concept• Components of advertising layout• Ad-Copy Layout, Types of Ad Copy• Types of Ad-Appeals• Types of Ad-Campaign, Testing Methods (Pre and Post)	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.	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
4.	Students will be able to illustrate market research skills for designing innovative marketing strategies for business firms.

Suggested References:	
Sr. No.	References
1.	Foundation of Adverting by S.A. Chunawala, Himalaya Publishing House
2.	Basics Of Marketing Management By Dr.R.B.Rudani, S.Chand Publications
3.	Marketing Research By G.C.Beri, Publication TATA Mcgrew Hills
4.	Marketing Management By Dr.C.B.Gupta And Dr.Rajan Nair, Sultan Chand & Sons, New Delhi





5.	Advertising And Promotion By Kruti Shah & Alan D'souza
6.	Advertising Management By Manendra Mohan, Tata McGraw Hill

On-line resources to be used if available as references material:

On-line resources:

Website: <https://www.yourarticlelibrary.com/advertising/what-do-you-understand-by-the-term-layout-in-advertising/2077>

