

**SARDAR PATEL UNIVERSITY**  
**Vallabh Vidyanagar**  
**B. B. A. (Honours) Information Technology Management Program**  
**Semester – III**  
**UM03EBBI04 Marketing Management – I**  
**(w.e.f. June 2016)**

**Total Credits: 3**  
**Total Marks: 100**

<b>Unit 1</b>	Conceptual Foundation Nature, Scope and Core concepts of Marketing, Importance of marketing in Business and Indian Economy, Marketing Philosophies, Marketing Environment (Micro and Macro)	<b>25%</b>
<b>Unit 2</b>	Buyer Behavior and Market Segmentation Introduction, Model, Scope, Process, Major influencing Factors, Types of Buying Decisions, Bases of Market Segmentation	<b>25%</b>
<b>Unit 3</b>	Marketing Mix Product Decisions: Concept, Product Life Cycle, New Product Development Process Pricing: Objectives, Methods, Policies Distribution: Concept, Types, Factors	<b>25%</b>
<b>Unit 4</b>	Sales Promotion Concept, Sales promotion Tools(Consumer and Manufacturer) , Sale force Management (Selection ,Appraisal, Compensation)	<b>25%</b>

**Evaluation:** Internal: 40 Marks  
External: 60 Marks (Two – Hours Examination)

**Reference Books:-**

1. Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair, Sultan Chand & Sons, New Delhi
2. Marketing Management by Srinivasan and Radhaswami , Sultan Chand & Sons,New Delhi.
3. Marketing Management by Philip Kotler
4. Marketing Management by S.A.Sherlekar, Himalaya Publishing House
5. Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications Marketing Research by G.C. Beri, Publication TATA McGrew Hills