

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – III
UM03DBBI22 Marketing Management – I
(w.e.f. June 2019)

Total Credits: 3
Total Marks: 100

Unit 1	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%
Unit 2	Buyer Behavior and Market Segmentation Introduction, Model, Scope, Process, Major influencing Factors, Types of Buying Decisions, Bases of Market Segmentation	25%
Unit 3	Marketing Mix Product Decisions: Concept, Product Life Cycle, New Product Development Process Pricing: Objectives, Methods, Policies Distribution: Concept, Types, Factors	25%
Unit 4	Sales Promotion Concept, Sales promotion Tools(Consumer and Manufacturer) , Sale force Management (Selection ,Appraisal, Compensation)	25%

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