



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

Course Code	UM03DBBI72	Title of the Course	MARKETING MANAGEMENT-I
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none">• To Give Insight About Marketing Management.• To Outline Key Marketing Concepts And Its Application To Different Markets.• To Analyse And Examine The Implementation Of Marketing Concepts And Strategy To Firms.• Attainment Of Organisational Marketing Goals.
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Course Content		
Unit	Description	Weightage*(%)
1.	CONCEPTUAL FOUNDATION OF MARKETING <ul style="list-style-type: none">• Nature, Scope and core concepts of Marketing• Tasks of Marketing Management• Marketing Philosophies• Marketing Environment (Micro and Macro)	25%
2.	BUYER BEHAVIOUR AND MARKET SEGMENTATION <ul style="list-style-type: none">• Introduction and Meaning of Buyer Behaviour• Model and Scope of Buyer Behaviour• Factors affecting buyer behaviour• Buying Process• Bases of Market Segmentation	25%
3.	MARKETING MIX <ul style="list-style-type: none">➤ Product:- Concept, Product Life Cycle, New Product Development Process➤ Pricing:- Objectives, Methods➤ Policies Distribution (Placement) Concept, Types, Factors	25%
4.	SALES PROMOTION <ul style="list-style-type: none">• Concept, Sales Promotion Tools (Consumer and	25%





	Manufacturer) • Sales Force Management (Selection, Appraisal, Compensation)	
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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.	Identify the scope and significance of marketing in domain industry
2.	Examine marketing concepts and phenomenon to current business events in the industry
3.	Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

Suggested References:	
Sr. No.	References
1.	Basics Of Marketing Management By Dr.R.B.Rudani, S.Chand Publications
2.	Marketing Research By G.C.Beri, Publication TATA Mcgrew Hills
3.	Marketing Management By Dr.C.B.Gupta And Dr.Rajan Nair, Sultan Chand & Sons, New Delhi
4.	Marketing Management By Srinivasan And Radhaswami, Sultan Chand & Sons, New Delhi





5.	Marketing Management By Philip Kotler
6.	Marketing Management By S.A.Sherlekar, Himalaya Publishing House

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

On-line resources:

Website: <https://www.yourarticlelibrary.com/sales/sales-promotion-tools-consumer-oriented-and-trade-oriented-sales-promotion/32305>

YouTube Channel: Marketing Management Tasks In Hindi/Philip Kotler By Pankaj Kumar

