

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA LLB
Semester: III
Syllabus with Effect from: June - 2011

Paper Code: IL - 303	Total Credit:
Title Of Paper: Marketing Management	

Unit	Description in Detail	Weightage (%)
I	Understanding Marketing Management: Major drivers of new economy - Meaning & Scope - Marketing mix - Core marketing concepts: Production-Product-Selling-Marketing-Customer-Societal marketing - Marketing for 21st century - How business and marketing are changing	
II	Building Customer Value, Satisfaction and Retention: Define and delivering customer value & satisfaction - Value delivery process - Attracting and retaining customers	
III	Strategic Marketing Planning: Strategic marketing process : Mission-SWOT analysis-Goal formulation-Strategy implementation-Feedback & Control - Marketing Plan - BCG Growth share matrix	
IV	Marketing Information System: Internal record system - Marketing intelligence system - Marketing research process	
V	Analyzing Consumer Market & Buying Behavior: Identifying buying behavior - Buying decision process	
VI	Competition: Competitive forces - Identify Competitors – Industry & Market concept - Analyzing competitors - Designing competitive strategy	
VII	Identification & Selection of Target Market: Level & pattern of market segmentation - Geographic-demographic-psychographic-behavioral-multivariate segmentation - Market targeting	
VIII	Product Management: Levels of product - Hierarchy & Classification of product - Product line decision	
IX	Service Management: Nature of service - Service mix - Characteristics of service - Service marketing System	
X	Brand Management: Meaning of brand - Building brand identity - Brand equity - Brand name decision - Brand building tools	
XI	Pricing, Promoting & Distributing: Selecting price – Initiating & responding to price changes - Promotional tools - Channel management – Retailing – Wholesaling – Market logistics	
XII	Product life Cycle Strategies: Stages of product life cycle - Product – Service – Personnel – Channel – Image differentiation - Strategies of PLC stages	

Basic Text & Reference Books:-

- Marketing Management : A South Asian Perspective, Kotler , Keller, Koshy and Jha - 13th Edition – Pearso Educatio
- Marketing Management - Philip Kotler - 11th Edition – Pearso Education

