

Veer Narmad South Gujarat University, Surat

Syllabus for - Marketing management

S.Y.BBA SEMESTER–III Effective from June 2011

Objective:- To sensitise students with philosophy of marketing and to stimulate customer orientation and equip them with basic tools of marketing management.

Pedagogic Tools

Lecture, Case Study, Group Discussion, Role play, Practical Exercises, Presentation and Assignment

1. Introduction 10
Introduction to market, marketing and Marketing Management; Importance of Marketing; Marketing Orientations – Production, Product, Selling, Marketing, Holistic Marketing ; Core Marketing Concepts (Need, Want and Demand; Value and Satisfaction; Offerings and Brands; Supply Chain; Marketing Environments), marketing management process.
2. Buying Behaviours 15
 - A) Consumer Buying Behaviour
Meaning – Buying behaviour, Factors affecting consumer behaviour, Buying behaviour process.
 - B) Industrial Buying Behaviour
Meaning, Difference between consumer market vs. Industrial market, factors affecting industrial buying, buying behaviour process.
3. Segmentation, Targeting and Positioning 15
 - A. Segmentation: Meaning, Levels of marketing Segmentation, Procedure of Market Segmentation, Bases of Segmenting Consumer and Industrial Market.
 - B. Targeting: Market Targeting (Evaluating & selecting the market segment), Segment-by-segment invasion plan.
 - C. Positioning: Definition, Differentiation variables (product, Services, Personnel, Channel, Image), Points of Difference and Points of Parity.
4. Marketing Mix 15

Meaning, Elements of Marketing Mix

 - A. Product 10
Concept-levels, classification, Product line and Product Mix, Concept of Product life cycle (PLC) and Marketing strategies, Objectives and functions of Packaging and Labelling
 - B. Pricing 10
Objectives and Importance and factors affecting pricing decisions, Steps in Pricing, Price Discounts and allowances, Discriminatory pricing

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| C. Place(Distribution) | 15 |
| Meaning, Importance and Functions, Levels, of channel of Distribution, Types of intermediaries, Factors affecting choice of channel of distribution, Channel Management Decisions, Retailing and Wholesaling- Meaning and Marketing strategy Physical Activities involved in Distribution system (Logistics) | |
| D. Promotion | 10 |
| Meaning of Promotion, Elements of Promotion Mix, Meaning, Role/Importance of Integrated Marketing Communication, process of effective Integrated Marketing Communication | |
| 5. Marketing Evaluation and Control. | |
| Control Process, Annual-Plan Control, Profitability control, assigning functional expenses to Marketing, Marketing Audit. | 10 |

Note: At least 20% of the question paper should carry case study or applied questions.

1. Marketing Management: : Philip Kotler, Kevin KELLER, Abraham Koshy, Mithileshwar Jha.
Pearson
2. Marketing Management : Ramaswamy and Namakumari, 4th Edition, Mcmillan
3. Marketing Management: : Etzel, Walker, Stanton, Ajay Pandit. Tata Mcgrow hill
4. Marketing Management : S.A.Sherlekar Himalaya Publishing House
5. Market based Management : Roger Best, PHI Learning