



# C. U. SHAH UNIVERSITY – WADHWAN CITY



## FACULTY OF MANAGEMENT STUDIES

### BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**SEMESTER III (Three)**

**CODE4MS03MMT1**

**Name of Subject** Marketing Management

#### Teaching & Evaluation Scheme

Teaching Hours / Week				Evaluation Scheme (Marks)		
Th	Tu	P	Total	Sessional Exam	University Exam	Total
04	0	0	04	30	70	100

#### Objectives

- Help to understand the basic concept of marketing management
- Help to understand the behavioral dynamics of consumers
- Help to understand Internal & external forces that affect the marketing of a Product / Services
- To understand the strategic aspects and implementation

#### Prerequisite

- Basic understanding of concepts of management and organizational dynamics.

#### Course outline:

Sr. No.	Course Contents	Number of Hours
1	<b>Introduction to Marketing Management</b> Definitions – Characteristics of Modern Marketing – Exchange in Marketing – Importance Marketing. Marketing Concepts – The Production Concept – The Product Concept – The Selling Concept – The Marketing Concept – The Societal Concept	12
2	<b>Marketing Mix and Consumer Behaviour</b> Definitions of Marketing Mix – Marketing Mix Elements – Factors affecting Marketing Mix <b>Consumer Behaviour</b> – Definition of Consumer Behaviour – Factors in Consumer Behaviour <b>Buying Process</b> – Concept and Steps	12
3	<b>Market Segmentation and Market Targeting</b> <b>Market Segmentation</b> – Definition of Market Segmentation – Objectives and Importance – Bases for segmenting Consumer Market and Business Market <b>Market Targeting</b> – Concept of Target Market and Market Targeting	12
4	<b>Product Decisions</b> Concept of Product – Product Dimensions – Concept of Product Mix, Product Line and Product Items – Product Mix Dimensions – Concept of	12

	New Product – New product Development Process – Concept and Stages of Product Life Cycle – Concept and Steps in Consumer Adoption Process	
5	<b>Pricing Decisions</b> Concept of Price and Pricing – Significance of Price in Marketing – Pricing Objectives – Brief Idea of Price Setting Methods – Factors affecting Pricing Decisions	12
<b>Total Hours</b>		<b>60</b>

## Learning Outcomes

### *Theoretical Outcome*

Students are able to understand the Marketing Environment, Segmentation, Targeting, Positioning, Marketing Mix and related Strategies / management processes.

### *Practical Outcome*

Develop basic Skills to deal with the Marketing Strategies and Implementation of the same

## Teaching – Learning Methodology

- Lectures
- Assignments
- Presentations
- Case Studies
- Projects

## Recommended Books

1. **'Marketing Management: Analysis, Planning, Implementations and Control'**, Philip Kotler, Pearson Education, New Delhi.
2. **'Basics of Marketing Management'**, Dr. R. B. Rudani, S. Chand & Co., New Delhi
3. **'Marketing Management'**, S. A. Sharlekar, Himalaya Publishing House,

## E-Resources

1. [http://www.vutube.edu.pk/index.php?option=com\\_hwdvideoshare&Itemid=0&task=search](http://www.vutube.edu.pk/index.php?option=com_hwdvideoshare&Itemid=0&task=search)
2. [http://www.mindtools.com/public\\_search.php?format2=builtin-long&sort2=score&method2=and&words=marketing+management](http://www.mindtools.com/public_search.php?format2=builtin-long&sort2=score&method2=and&words=marketing+management)