



BachelorofBusinessAdministration
B.B.A(ITM)Semester-III

CourseCode	UM03MABBI03	Titleofthe Course	MARKETINGMANAGEMENT
TotalCredits oftheCourse	03	Hoursper Week	03

Course Objectives:	<ul style="list-style-type: none"> • ToGiveInsightAboutMarketingManagement. • ToOutlineKeyMarketingConceptsAndItsApplicationToDifferent Markets. • To Analyse And Examine The Implementation Of MarketingConceptsAnd StrategyTo Firms. • AttainmentOfOrganisationalMarketingGoals.
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CourseContent		
Unit	Description	Weightage* (%)
1.	CONCEPTUALFOUNDATIONOFMARKETING <ul style="list-style-type: none"> • Nature,Scope andcore conceptsofMarketing • TasksofMarketingManagement • MarketingPhilosophies • MarketingEnvironment (MicroandMacro) 	25%
2.	BUYERBEHAVIOURANDMARKETSEGMENTATION <ul style="list-style-type: none"> • IntroductionandMeaningof Buyer Behaviour • ScopeofBuyerBehaviour • Factorsaffectingbuyer behaviour • BuyingProcess • BasesofMarket Segmentation 	25%
3.	MARKETINGMIX <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.	SALESPROMOTION <ul style="list-style-type: none"> • Concept, Sales Promotion Tools (Consumer and 	25%





SARDARPATELUNIVERSITY
VallabhVidyanagar,Gujarat(Reaccredite
dwith‘A’GradebyNAAC(CGPA3.11)
SyllabuswiththeeffectfromtheAcademicYear2024-25

	Manufacturer) <ul style="list-style-type: none"> • Sales Management (Selection, Appraisal, Force Compensation) 	
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Teaching-Learning Methodology	ICT through (eg. PowerPoint Presentation, Audio-Visual Presentation) Group Discussion, Role Playing, Case Study
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Evaluation Pattern As per Sardar Patel University Letter: (E-3/2384) (06/01/2024)		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written/MCQ (As per CBCSR.6.8.3)	25%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quiz, Seminars, Assignments, Attendance (As per CBCSR.6.8.3)	25%
3.	University Examination	50%

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 McGraw 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.	MarketingManagement ByPhilipKotler
6.	MarketingManagementByS.A.Sherlekar,HimalayaPublishingHouse

On-lineresourcestobeusedifavailable asreferencesmaterial:
On-lineresources:
Website: https://www.yourarticlelibrary.com/sales/sales-promotion-tools-consumer-oriented-and-trade-oriented-sales-promotion/32305
YouTubeChannel:MarketingManagementTasksIn Hindi/PhilipKotlerByPankajKumar

