

BBA II Year	BBA-C301		Semester-III		
	Marketing Management				
Time Allotted for End Semester Examination	Marks Allotted for Internal Assessment	Marks Allotted for End Term Examination(ESE)	Maximum Marks (MM)	Total Credits	Maximum Hours
3 Hrs.	30(20+10)	70	100	04	40

	Course Outcomes:	Mapped Program Outcomes
CO.1	Understand major marketing elements and their Impact on Marketing Decisions, concepts and methods with regard to enhance customer value.	PO.1, PO.2, PO.3
CO.2	Apply contemporary marketing theories to the demands of business and management practice.	PO.1, PO.2, PO.3, PO.7, PO.8
CO.3	Demonstrate how as a marketer you can use your knowledge of consumer behavior concepts to develop better marketing programs and strategies to influence those behaviour.	PO.3, PO.4 , PO.5, PO.6
CO.4	Organise information and data to reveal patterns and themes, and manage teams and implementing marketing programs.	PO.3, PO.5, PO.6
CO.5	Understand the process of consumer protection, accounting for ethical, social and cultural (ESC) issues.	PO.5

- Nature and scope of marketing, Marketing Environment: Concept; Need for Study; Major Elements and their Impact on Marketing Decisions, critical role of marketing in organization/Society, Marketing planning and research, Customer Value, Holistic Marketing. **(8 Hours)**
- Understanding Consumer and Industrial Markets: Demand measurement and Forecasting, Theories of Consumer Behaviour; Various Buying Roles in Family; Types of Buying Behaviour; Consumer Decision. Making Process in Buying segmentation, Bases of Segmenting Consumer Markets; Market Selection Strategies; Targeting and positioning Consumer and Industrial Market. **(8 Hours)**
- Product Decisions: Product mix, Product life cycle, New product development, Branding and Packaging decisions, Pricing methods and strategies, Promotion decisions—Promotion mix, Advertising and Personal selling, Channel management—selection, co.operation and conflict management, Vertical marketing systems, Organizing and implementing marketing in the Organization, Gandola management. **(8 Hours)**
- Evaluation and Control of Marketing Efforts: Scope, Steps, Designing, Tools and Techniques of marketing controller, The marketing controller concept, Organizing & Implementing marketing program. **(8 Hours)**
- New Issues in Marketing: Globalization, Consumerism, Green marketing, Legal, Ethical and Social Aspects of Marketing: Consumerism; Consumer Protection Measure in India; Recent Developments in Consumer Protection in India, Rural marketing, e.marketing, retailing. **(8Hours)**

SUGGESTED READINGS:

1. Kotler, P. & Keller, K.L. (2021). *Marketing Management (15th Global Edition)*. New Delhi: PHI.
2. Kotler, Philip & Armstrong, G.(2016). *Principles of Marketing*. New Delhi: PHI.
3. Palmer. (2015). *Introduction to Marketing*. London: Oxford University Press.
4. Paliwoda, S. & Andrews, T. (2020). *Marketing Management in Asia*. UK: Routledge.
5. Singh, V.K. & Sharma, N. (2015). *Mini Cases & Caselets for Would Be Managers*. Germany: Lambert Academic Publishing.
6. Philip.T Kotler & Gary Armstrong.(2019) *Principles of Marketing (18th ed.)* New Delhi: Pearson.
7. Etzel, M. J., Bruce, J., W., Stanton, W. J., & Pandit, A. (2010). *Marketing (14th ed.)*. New Delhi: Tata McGraw-Hill.

NOTE:The list of cases, specific references and books including recent articles will be announced in the class by concerned teachers from time to time.

