Academic Course Description

BHARATH UNIVERSITY
Faculty of Engineering and Technology
Department of Electrical and Electronics Engineering
BBA003& MARKETING MANAGEMENT
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Eighth Semester (even Semester)

Course (catalog) description

To know about engineering economics and cost analysis.

Compulsory/Elective course: Elective for EEE students

Credit hours : 3 & 45

Course Coordinator : Dr.FabiyolaKavitha

Instructors **:** Dr.FabiyolaKavitha

Name of the instructor	Class handling	Office location	Office phone	Email (domain:@ bharathuniv.ac.in	Consultation
Dr.FabiyolaKavitha	Second year EEE	KS 304	**04422290125**	Hod.bba**@ bharathuniv.ac.in**	12.30-1.30 PM

Relationship to other courses:

Pre –requisites **:** Professional Courses

Assumed knowledge : :Knowledge based on Engineering Economics and Cost Analysis

Syllabus Contents

UNIT I INTRODUCTION 9

Definition- Marketing Process- Dynamics- Needs- Wants and demands-Marketing Concepts- Environment-Mix- Types- Philosophies- Selling Vs Marketing- Organizational- Industrial Vs Consumer Marketing-Consumer Goods- Industrial Goods- Product Hierarchy.

UNIT II BUYING BEHAVIOUR &MARKET SEGMENTATION 9

Cultural- Demographic Factors- Motives- Types- Buying Decisions- Segmentation factors- Demographic-Psychographic & Geographic Segmentation- Process- Patterns.

UNIT III PRODUCT PRICING AND MARKETING RESEARCH 9

Objectives- Pricing- Decisions & Pricing Methods- Pricing Management- Introduction- Uses- Process of Marketing Research.

UNIT IV MARKETING PLANNING AND STRATEGY FORMULATION 9

Components of marketing plan- Strategy formulation and marketing process- Implementation- Portfolio analysis- BCG- GEC grids.

UNIT V ADVERTISING, SALES PROMOTION AND DISTRIBUTION 9

Characteristics- Impact- Goals- Types- Sales promotion- Point of Purchase- Unique selling proposition- Characteristics- Whole selling- Retailing- Channel Design- Logistics- Modern trends in retailing.

TEXT BOOKS:

1. Ramasamy and NamaKumari, "Marketing Environment: Planning, implementation and control the Indian context",2002
2. Govindarajan.M, "Industrial marketing management:", Vikas Publishing Pvt. Ltd, 2003

References:

1. Philip Kotler, Marketing Management, Analysis, Planning, Implementation and control, 1998.
2. Khanna O.P. – Industrial Engineering and Management, Khanna Publishers, New Delhi, 2000.
3.GreenPaul.E and Donald Tull, "Research for marketing decisions", Prentice Hall of India. 1995

1. **Computer usage:**Power point presentation

Professional component

General	-	0%
Basic Sciences	-	0%
Engineering sciences & Technical arts	-	0%
Professional subject	-	0%
Open elective		100%

Test Schedule

S. No.	Test	Tentative Date	Portions	Duration
1	Cycle Test-1	FEBRUARY 2ND WEEK	Session 1 to 18	2 Periods
2	Cycle Test-2	MARCH 2ND WEEK	Session 19 to 36	2 Periods
3	Model Test	APRIL 3RD WEEK	Session 1 to 45	3 Hrs
4	University Examination	TBA	All sessions / Units	3 Hrs.

Mapping of Instructional Objectives with Program Outcome

To know about engineering economics and cost analysis.	Correlates to program outcome		
	H	**M**	**L**
1.To learn marketing concepts of industry and consumer.	B	J	
2.To learn about demographic factors	H	C	
3.To study about pricing methods.	D	G	
4.To learn about portfolio analysis	F	I	
5.To study about advertising and sales methods.	J	E	
6.To understand Buyer Behavior and Market Segmentation	K	L	

H: high correlation, M: medium correlation, L: low correlation

S.NO	Topics	Problem solving (Yes/No)	Text / Chapter
UNIT I	**INTRODUCTION**		
1.	Definition- Marketing Process	No	[T1],[R2]
2.	Needs- Wants and demands-Marketing Concepts	No	
3.	Environment- Mix- Types	No	
4.	Philosophies	No	
5.	Selling Vs Marketing	No	
6.	Organizational- Industrial Vs Consumer Marketing	No	
7.	Consumer Goods	No	
8.	Industrial Goods	No	
9.	Product Hierarchy	No	
UNIT II	**BUYING BEHAVIOUR &MARKET SEGMENTATION**		
10.	Cultural	No	[T1],[R1]
11.	Demographic Factors	No	
12.	Motives- Types-	No	
13.	Buying Decisions	No	
14.	Segmentation factors	No	
15.	Demographic	No	
16.	Psychographic & Geographic Segmentation	No	
17.	Process	No	
18.	- Patterns	No	
UNIT III	**PRODUCT PRICING AND MARKETING RESEARCH**		
19.	Objectives	No	[T1],[R3]
20.	Pricing	No	
21.	Decisions & Pricing Methods	No	
22.	Pricing Management	No	
23.	Introduction	No	
24.	Uses	No	
25.	Process of Marketing Research	No	
26.	TEST	No	
27.	TEST	No	
UNIT IV	**MARKETING PLANNING AND STRATEGY FORMULATION**		
28.	Components of marketing plan	No	[T1],[R2],
29.	Strategy formulation and marketing process	No	
30.	Implementation	No	
31.	BCG	No	
32.	Portfolio analysis	No	
33.	GEC grids	No	
34.	TEST	No	
35.	TEST	No	
36.	TEST	No	
UNIT V	**ADVERTISING, SALES PROMOTION AND DISTRIBUTION**		

37.	Characteristics-	No	[T1]
38.	Impact- Goals- Types-	No	
39.	Sales promotion	No	
40.	Point of Purchase	No	
41.	Unique selling proposition	No	
42.	Characteristics- Whole selling	No	
43.	Retailing	No	
44.	Channel Design	No	
45.	Logistics- Modern trends in retailing.	No	

Teaching Strategies

The teaching in this course aims at establishing a good fundamental understanding of the areas covered using:

- Formal face-to-face lectures
- Tutorials, which allow for exercises in problem solving and allow time for students to resolve problems in understanding of lecture material.
- Laboratory sessions, which support the formal lecture material and also provide the student with practical construction, measurement and debugging skills.
- Small periodic quizzes, to enable you to assess your understanding of the concepts.

Evaluation Strategies

Cycle Test – I	-	05%
Cycle Test – II	-	05%
Model Test	-	10%
Attendance	-	05%
SEMINAR&ASSIGNMENT		05%
Final exam	-	70%

Prepared by: Dr.FabiyolaKavitha

Addendum

ABET Outcomes expected of graduates of B.Tech / EEE / program by the time that they graduate:

a) An ability to apply knowledge of mathematics, science, and engineering fundamentals.

b) An ability to identify, formulate, and solve engineering problems.

c) An ability to design a system, component, or process to meet the desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.

d) An ability to design and conduct experiments, as well as to analyze and interpret data.

e) An ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.

f) An ability to apply reasoning informed by the knowledge of contemporary issues.

g) An ability to broaden the education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context.

h) An ability to understand professional and ethical responsibility and apply them in engineering practices.

i) An ability to function on multidisciplinary teams.

j) An ability to communicate effectively with the engineering community and with society at large.

k) An ability in understanding of the engineering and management principles and apply them in project and finance management as a leader and a member in a team.

l) An ability to recognize the need for,and an ability to engage in life-long learning.

Program Educational Objectives

PEO1: PREPARATION
Electrical Engineering Graduates are in position with the knowledge of Basic Sciences in general and Electrical Engineering in particular so as to impart the necessary skill to analyze and synthesize electrical circuits, algorithms and complex apparatus.

PEO2: CORE COMPETENCE
Electrical Engineering Graduates have competence to provide technical knowledge, skill and also to identify, comprehend and solve problems in industry, research and academics related to power, information and electronics hardware.

PEO3: PROFESSIONALISM
Electrical Engineering Graduates are successfully work in various Industrial and Government organizations, both at the National and International level, with professional competence and ethical administrative acumen so as to be able to handle critical situations and meet deadlines.

PEO4: SKILL
Electrical Engineering Graduates have better opportunity to become a future researchers/ scientists with good communication skills so that they may be both good team-members and leaders with innovative ideas for a sustainable development.

PEO5: ETHICS
Electrical Engineering Graduates are framed to improve their technical and intellectual capabilities through life-long learning process with ethical feeling so as to become good teachers, either in a class or to juniors in industry.

Course Teacher	Signature
Dr.FabiyolaKavitha	

Course Coordinator **HOD/EEE**

Dr.FabiyolaKavitha ( )