Course Number and Name

BBA003 & Marketing Management

Credits and Contact Hours

3 & 45

Course Coordinator's Name

Dr.Fabiyola Kavitha

Text Books and References

Text Books:

- 1. Ramasamy and Nama Kumari, "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. Green Paul.E and Donald Tull, "Research for marketing decisions", Prentice Hall of India. 1995.
- 4. Donald S. Tull and Hawkins, "Marketing Research", Prentice Hall of India- 1997

Course Description

- To learn about consumer marketing.
- To study about demographic factors.
- To study about retailing process

Prerequisites	Co-requisites
Professional Courses	Nil
required, elective, or selected elective (as per Table 5-1)	
Required	

Course Outcomes (COs)

- CO1: To learn marketing concepts of industry and consumer.
- CO2: To learn about demographic factors.
- CO3: To study about pricing methods.
- CO4: To learn about portfolio analysis.
- CO5: To study about advertising and sales methods.
- CO6: To understand Buyer Behavior and Market Segmentation

Student Outcomes (SOs) from Criterion 3 covered by this Course COs/SOs h i k a L CO₁ Η M CO₂ Η M CO₃ Η M CO4 Η M CO₅ M Η **CO6** Η Η M

List of Topics Covered

UNIT I INTRODUCTION

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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.