

| Course Number and Name | | | | | |
|---|--|---------------|---------------|----------------------|-----|
| BBA003 - MARKETING MANAGEMENT | | | | | |
| Credits and Contact Hours | | | | | |
| 3&45 | | | | | |
| Course Coordinator's Name | | | | | |
| MS.Pavithra | | | | | |
| Text Books and References | | | | | |
| <p>TEXT BOOKS:</p> <ol style="list-style-type: none"> 1. S.S.Khanka, "Entrepreneurial Development", S. Chand & Co. Ltd., Ram Nagar, New Delhi, 1999. 2. Hisrich RD and Peters MP, "Entrepreneurship", 5th Edition, Tata McGraw Hill, 2002. <p>REFERENCES:</p> <ol style="list-style-type: none"> 1. RabindraKanungo, "Entrepreneurship and Innovation", Sage Publications, New Delhi, 1999 2. ED II. Faculty & External Experts-A Hand book for New Entrepreneurs Publishers: Entrepreneurial Development, Institute Of India, and Ahmedabad, 1986. 3. depintegraluniversity.in/userfiles/Entrepreneurship%20Development.pdf. 4. bookboon.com/en/entrepreneurship-ebooks | | | | | |
| Course Description | | | | | |
| <p>To learn about consumer marketing. To study about demographic factors To study about retailing process</p> | | | | | |
| <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:50%;">Prerequisites</th> <th style="width:50%;">Co-requisites</th> </tr> </thead> <tbody> <tr> <td>Professional Courses</td> <td>TQM</td> </tr> </tbody> </table> | | Prerequisites | Co-requisites | Professional Courses | TQM |
| Prerequisites | Co-requisites | | | | |
| Professional Courses | TQM | | | | |
| required, elective, or selected elective (as per Table 5-1) | | | | | |
| Open Elective | | | | | |
| Course Outcomes (COs) | | | | | |
| CO1 | To learn marketing concepts between 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 | Learn to be an entrepreneur | | | | |

Student Outcomes (SOs) from Criterion 3 covered by this Course

| COs/SOs | a | b | c | d | e | f | g | h | i | j | k | l |
|---------|---|---|---|---|---|---|---|---|---|---|---|---|
| CO1 | | | | | | | | | | | | |
| CO2 | M | | | M | | | | M | | | | H |
| CO3 | | | | | | | H | | | H | | H |
| CO4 | | | | | L | | | M | | | | H |
| CO5 | | L | | | | | | | | H | | |
| CO6 | L | | | | L | | | | | | | |

List of Topics Covered

| | |
|--|----------|
| 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. | |