

C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified
GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A⁺** KCG-Dept of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A⁺** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Bachelor of Business Administration (BBA-General)

Semester – III

Course Code	UM3MABBA02	Title of the Course	MARKETING MANAGEMENT-I
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To give insight about Marketing Management.
	2. To outline key Marketing concepts and its application to different markets.
	3. To analyse and examine the implementation of marketing concepts and strategy to firms.
	4. Attainment of organisational marketing goals.

Course Content		
Unit	Description	Weightage (%)
1.	Marketing Management: An Introduction <ul style="list-style-type: none">• Introduction, Meaning and Definition of Marketing,• Characteristics• Definition of Marketing Management• Difference between selling and Marketing• Scope (Functions) of Marketing Management• Importance of Marketing• Various Concepts (Philosophies) of Markets• Marketing Environment (Micro and Macro)	25%
2.	Product Mix and Marketing Mix <ul style="list-style-type: none">• Concept• 4 P's of Marketing Mix• Concept of Product (Meaning, characteristics, Importance and Classification)• Product Life Cycle (Definition, stages and Importance)	25 %

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	<ul style="list-style-type: none">• New Product Development Process• Need for Developing New Product	
3.	Price mix <ul style="list-style-type: none">• Meaning• Pricing Objectives• Factor affecting Pricing (Internal/ External)• Basic Methods of Selling prices<ol style="list-style-type: none">a. Cost Oriented Pricingb. Demand Oriented Pricingc. Competition Oriented Pricing• Importance of Pricing	25 %
4.	Promotion Mix <ul style="list-style-type: none">• Meaning• Importance• Promotion Mix (Advertising, Personal Selling, Sales Promotion and Publicity)• Types and Tools of promotion• Case Study	25 %

Teaching-Learning Methodology	<ul style="list-style-type: none">• Lecture Method• Group Discussion• Case Study• Project Work• Practical activities• Guest Lectures
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written Examination	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	20%
3.	External Examination	50 %

Course Outcomes	
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 Mcgrew Hills
3	Marketing Management by Dr. C. B. Gupta And Dr. Rajan Nair, Sultan Chand & Sons, New Delhi

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4	Marketing Management By Srinivasan And Radhaswami, Sultan Chand & Sons, New Delhi
5	Marketing Management By Philip Kotler.
6	Marketing Management By S. A. Sherlekar, Himalaya Publishing House
