

**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 - IV

Course Code	UM4MABBA02	Title of the Course	MARKETING MANAGEMENT-II
Total Credits of the Course	04	Hours per Week	04

Course Objectives	1. To give insight about Marketing Management
	2. To outline key Marketing concept and application to different markets
	3. To analyze and examine the implementation of marketing concept and strategy to company and firms
	4. To attainment of organizational marketing goals.

Course Content		
Unit	Description	Weightage (%)
1.	Buyer Behavior and Market Segmentation (a) Buyer Behavior <ul style="list-style-type: none"> • Meaning • Characteristics • Importance • Factor affecting Buyer Behavior • Stages in the Buyer Decision Process (b) Market Segmentation <ul style="list-style-type: none"> • Meaning • Advantages • Bases of Market Segmentation 	25 %
2.	Service Marketing <ul style="list-style-type: none"> • Introduction 	25 %

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	<ul style="list-style-type: none">• Characteristics of Service• Classification of Service• Service Marketing Mix• Introduction of Service Quality• Determinant of Service Quality	
3.	Market Research <ul style="list-style-type: none">• Introduction• Meaning of Market Research• Definition of Market Research• Importance of Market Research• Objectives of Market Research• Scope of Market Research• Process/Procedure of Market Research• Advantages and Limitations of Market Research	25 %
4.	Social Marketing <p>(a) Social Marketing</p> <ul style="list-style-type: none">• Concept of Social Marketing• Tools of Social Marketing• 4C's of Marketing• Online Marketing<ul style="list-style-type: none">-Meaning-Advantages and Disadvantages• Green Marketing(Meaning, Concept)• Use of AI in Marketing <p>(b) Advertising</p> <ul style="list-style-type: none">• Meaning and definition• Characteristics and objectives• Advantages and Disadvantages• Media of Advertising• Difference between Publicity and Advertising	25 %

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Teaching- Learning Methodology	<ul style="list-style-type: none">• ICT through (eg. PowerPoint Presentation, Audio-Visual Presentation)• Group Discussion• Role Playing• Case study
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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: Having Completed this course, the students will be able to	
1.	To identify the scope and significance of marketing in domain industry.
2.	To examine marketing concepts and phenomenon to current business events in the industry
3.	To coordinate the various marketing environment variables and interpret them for designing marketing strategy for business unit.

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Suggested References	
Sr. No.	References
1	Marketing Management by Dr. C. B. Gupta. and Dr. Rajan Nair, Sultan Chand Publication, New Delhi.
2	Marketing Management by Philip Kotler, Eastern Economy Edition, 10th Edition
3	Marketing Management by Philip Kotler, K. L. Keller, A Koshy & M. Jha, Pearson Education Inc. 13th Edition.
4	Marketing Management by S. A. Sherlekar, Himalaya Publication.
5	Service Marketing by P. K. Gupta, Everest Publishing House
6	Fundamental of marketing management by T J Rana, Sudhir prakashan
7	Business administration-II by T J Rana ,B S Shah prakashan

On-line resources to be used if available as reference material
