

S. No.	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2.4	BBALLB-204	Marketing Management	Generic Core	4	4	0	0	30	70	100

Course Outcomes

At the end of the course the student will be able to: -	
CO1	Explain the concepts and principles of marketing.
CO2	Analyze consumer behavior to formulate STP strategies.
CO3	Illustrate the product and promotion mix strategies.
CO4	Articulate various promotion and distribution channels.
CO5	Comprehend the recent developments in marketing.

Detailed Syllabus**Unit-I Introduction to Marketing:**

- 1.1 Market and Marketing - Meaning & Definition
- 1.2 Marketing Concepts - Marketing environment
- 1.3 Functions of marketing
- 1.4 Marketing Management
- 1.5 Marketing Mix- 4Ps and 4Cs

(09 Hrs)**Unit-II Consumer Behaviour:**

- 2.1 Nature and Importance
- 2.2 Consumer buying decision process
- 2.3 Factors influencing consumer buying behaviour
- 2.4 STP – Segmentation, Targeting and Positioning
- 2.5 Differentiated and Undifferentiated marketing

(10 Hrs)**Unit-III Product Mix & Pricing strategies:**

- 3.1 Product and Product Mix
- 3.2 New Product Development
- 3.3 Branding and Its Types
- 3.4 Packaging and Labelling
- 3.5 Price Mix

(09 Hrs)**Unit-IV Promotion & Distribution:**

- 4.1 Promotion Mix: Elements of Promotion Mix
- 4.2 Types of Promotion
- 4.3 Physical Distribution Mix
- 4.4 Supply Chain Management
- 4.5 Channels of Distribution

(10 Hrs)**Unit-V Recent Developments in Marketing:**

- 5.1 Direct and Online Marketing
- 5.2 Social Media and Digital Marketing
- 5.3 Relationship Marketing
- 5.4 Green and Rural Marketing
- 5.5 Tele Marketing, Viral Marketing, Ambush Marketing, De-marketing and Re-marketing

(10 Hrs)

Textbooks

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Marketing Management	Philip Kotler, K.L. Keeler et al.	Pearson Education India	13 th , 2018.
2.	Marketing Management	V.S. Ramaswamy and S. Namakumari	McMillan India Ltd	5 th , 2017.

Reference Books

S. No.	Name of the Books	Name of the Author	Publisher Name	Edition (Pub. Yr.)
1.	Marketing	M.J. Etzel, B.J. Walker et al.	McGraw Hill Education	14 th , 2017.
2.	Principles of Marketing	Philip T. Kotler, Gary Armstrong, Prafulla Agnihotri	Pearson	17 th , 2018.