

S. No	Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
								Sessional	Final Exam	Total
2	BFSMJ –302	Marketing Management	Major	4	4	0	0	40	60	100

COURSE OUTCOMES:

At the end of the course the student will be able to: -

CO1	Examine the various concepts of Marketing.
CO2	Analyse consumer behaviour to formulate STP strategies.
CO3	Examine the pricing and promotion mix strategies.
CO4	Evaluate various distribution channels.
CO5	Comprehend the recent developments in marketing.

Detailed Syllabus**Section A**

Unit I: Introduction to Marketing: Nature, scope, and importance of marketing; Evolution of marketing concepts; Marketing mix; Marketing environment; Market segmentation – concept & bases; Target market selection; Positioning concept.

(10 Hrs)

Unit II: Consumer Behavior: Consumer buying process; Factors influencing consumer buying decisions; Product: Meaning importance & classifications; Concept of product mix; Branding, packaging, and labelling; Product life cycle; New Product Development.

(10 Hrs)

Unit III: Pricing & Promotion: Significance of pricing; Factors affecting the price of a product; Pricing Policies and strategies; Promotion: Nature and importance of promotion; Communication process; Types of promotion and Promotion mix; Factors affecting promotion mix decisions.

(10 Hrs)**Section B**

Unit IV: Distribution: Channels of Distribution - meaning and importance; Types of distribution channels; Wholesaling and retailing; Factors affecting choice of distribution channel; Physical Distribution.

(08 Hrs)

Unit V: Recent developments in Marketing: Direct Marketing; Social Media Marketing; Relationship marketing; Green Marketing; Viral Marketing; Rural Marketing.

(10 Hrs)**Textbooks**

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Marketing Management	Kotler, Keller, Koshy & Jha,	Pearson Education	13 th (2018)
2.	Principles of Marketing	Philip Kotler , Gary Armstrong, Sridhar Balasubramanian, Prafulla Agnihotri	Pearson Education	19 th (2023)

Reference Books

S. No.	Name of the Books	Author	Publisher	Edition (Pub. Yr.)
1.	Marketing Management	G.Shainesh Philip Kotler, Kevin lane Keller, Alexander Chernev, Jagdish N. Sheth	Pearson Education	16 th (2022)