



Model Institute of Engineering
& Technology (Autonomous)
Course Handout

Kot, Bhalwal, Jammu

COURSE HANDOUT

Principles of Marketing Management (BBAMJ-403)

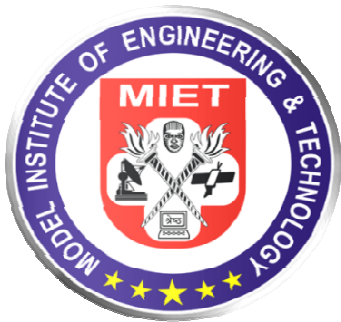
BBA IV Semester

ACADEMIC YEAR (2023-24)

Professor-of-Practice Mr. Ajay Khajuria and Dr. Swati Samotra

Assistant Professor

Department of BBA



UG-School of Management

Model Institute of Engineering & Technology (Autonomous)

KotBhalwal, Jammu - 181122

www.mietjmu.in



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



Please Do Not Print Unless Necessary



Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
BBAMJ-403	Principles of Marketing Management	Major	4	5	0	0	40	60	100

COURSE OUTCOMES

At the end of the course the student will be able to:	
CO1	Understand the concepts and principles of marketing.
CO2	Articulate Segmentation, Targeting and Positioning strategies.
CO3	Analyze the product and product brand relationships.
CO4	Illustrate the factors affecting Consumer buying behavior.
CO5	Evaluate the recent trends in marketing

Detailed Syllabus

Unit I: Introduction to Marketing: Definition and scope of marketing, Concept of needs, wants and demands, Evolution of Marketing Philosophy, Marketing Channels and Media Types; Marketing-Environment and functions; Marketing Mix- 4Ps and 4A's, Importance and factors affecting marketing mix
(10 Hrs)

Unit II: Market Segments, Targets and Brand Positioning: Market Segmentation- Concept, variables process, level and need; Market Targeting- Concept and Techniques; Positioning-Concept, Frame of Reference POP vs POE Establishing Brand Positioning
(10 Hrs)

Unit III: Product: Meaning & Classification of products, New Product development, Reasons for failure of new products, Product Life Cycle, Branding – Types of brand, Brand Equity, Brand Loyalty, Product and Brand Relationships Service Marketing- Concept and 7 P's of Service Marketing
(10 Hrs)

Unit IV: Analyzing Consumer Markets: Factors influencing Consumer Behavior; The Buying Decision Process: The Five Stage Model, Moderating effects on Consumer decision making, Behavioral Decision Theory and Behavioral Economics
(09 Hrs)

Unit V: Trends in Marketing Practices: Internal Marketing, socially responsible Marketing, Cause Related Marketing, online marketing, mobile marketing, services marketing, green marketing, Rural Marketing.
(8 Hours)

Textbooks

S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Marketing Management	Philip T. Kotler, Kevin Lane Keller	Pearson	15th (2016)
2.	Marketing Management	Ramaswamy V S and Nama Kumari	MacMillan India Ltd	5th (2017)

Reference Books





S.No	Name of the Books	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Principles of Marketing	Philip T. Kotler, Gary Armstrong, Prafulla Agnihotri	Pearson	17th (2018)

COURSE PLAN		
Unit-I Introduction to Managerial Economics		
S.No	Topics	Recommended Books
1	Definition and scope of marketing	Book 1, Ch.1
2	Concept of Needs, Wants and Demands	Book 1, Ch.1
3	Evolution of Marketing Philosophy	Book 1, Ch.1
4	Marketing Channels and Media Types	Book 1, Ch.1
5	Marketing-Environment and its functions	Book 1, Ch.1
6	Marketing Mix- 4Ps and 4A's	Book 1, Ch.1
7	Importance and factors affecting marketing mix	Book 1, Ch.1
Unit-II Production Theory		
8	Concept of Market Segmentation	Book 1, Ch.1
9	Segmentation- variables process, level and need	Book 1, Ch.1
10	Market Targeting- Concept and Techniques	Book 1, Ch.4
11	Positioning-Concept	Book 1, Ch.4
12	Frame of Reference	Book 1, Ch.4
13	POP vs POD	Book 1, Ch.4
14	Establishing Brand Positioning	Book 1, Ch.4
Unit-III Market Structures		
15	Meaning & Classification of products	Book 1, Ch.13
16	New Product development	Book 1, Ch.13
17	Reasons for failure of new products	Book 1, Ch.13
18	Product Life Cycle	Book 1, Ch.13
19	Types of brands	Book 1, Ch.13
20	Brand Equity, Brand Loyalty	Book 1, Ch.13
21	Product and Brand Relationships	Book 1, Ch.13
22	Service Marketing- Concept and 7 P's of Service Marketing	Book 1, Ch.13
Unit-IV Pricing of Goods and Services		
23	Factors influencing Consumer Behavior	Book 1, Ch.6
24	The Buying Decision Process: The Five Stage Model	Book 1, Ch.6
25	Moderating effects on Consumer decision making	Book 1, Ch.6
26	Behavioral Decision Theory	Book 1, Ch.6
27	Behavioral Economics	Book 1, Ch.6
Unit-V Macroeconomics		
28	Internal Marketing	Book 1, Ch.19
29	Socially responsible Marketing	Book 1, Ch.19
30	Cause Related Marketing	Book 1, Ch.19
31	Online marketing	Book 1, Ch.19



32	Mobile marketing	Book 1, Ch.19
33	Services marketing	Book 1, Ch.19
34	Green marketing	Book 1, Ch.19
35	Rural Marketing	Book 1, Ch.19

ADDITIONAL WEB RESOURCES

1.	MOOC: Principles of Management https://www.coursera.org/learn/principlesofmanagement#modules
2.	NPTEL: Principles of Management https://archive.nptel.ac.in/courses/110/107/110107150/

GRADING AND ASSESSMENT

- **Sessional Test:** 20 marks
- **Assignment:** 10 marks
- **Attendance:** 10 marks
- **Final Examination:** 60 marks

COURSE POLICIES

- **Attendance:** Minimum 75% attendance is mandatory to appear in the final examination of the course.
- **Academic Integrity:** MIET's academic integrity policies apply. Plagiarism will not be tolerated.
- **Late Submissions:** Assignments and projects must be submitted by the specified timelines.

FACULTY INFORMATION

- **Office Hours**
Monday (1:45- 2:35 PM)
Friday (1:45- 2:35 PM)
- **Contact Information**
swati.mba@mietjammu.in