



Kot Bhalwal, Jammu

Model Institute of Engineering
& Technology (Autonomous)
Course Handout

COURSE HANDOUT

MARKETING MANAGEMENT (BBALLB-204)

BBALLB-2nd SEMESTER

ACADEMIC YEAR (2023-24)

Dr Amanpreet Kaur

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

Please Do Not Print Unless Necessary

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श्रम

नवीनता

| Course Code | Course Name | Course Type | Cd | L | T | P | Marks | | |
|-------------|----------------------|-------------|----|---|---|---|-----------|------------|-------|
| | | | | | | | Sessional | Final Exam | Total |
| BBALLB-204 | Marketing Management | Core | 4 | 4 | 0 | 0 | 30 | 70 | 100 |

COURSE OUTCOMES

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|---|--|
| 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. Various macroeconomic concepts affecting the overall economy and undertake economic analysis. |

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 behavior business
- 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
- 5.4 Green and Rural Marketing
- 5.5 Tele Marketing, Viral Marketing, Ambush Marketing, De-marketing and Re-marketing (10 Hrs)

Textbooks

Dr. Arun K. Gupta Teaching-Learning Centre

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| 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 | 13th, 2018. |
| 2. | Marketing Management | V.S. Ramaswamy and S. Namakumari | McMillan India Ltd | 5th, 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 |

COURSE PLAN

Unit-I Introduction to Marketing

| S.No | Topics | Recommended Books |
|------|---|-------------------|
| 1 | Introduction to marketing | Book 1, Ch.1 |
| 2 | Market and Marketing - Meaning & Definition | Book 1, Ch.1 |
| 3 | Marketing environment | Book 1, Ch.1 |
| 4 | Functions of marketing | Book 2, Ch.2 |
| 5 | Marketing Management | Book 2, Ch.2 |
| 6 | Marketing Mix- 4Ps | Book 1, Ch.4 |
| 7 | Marketing Mix- 4Cs | Book 1, Ch.4 |

Unit-II Consumer Behaviour

| | | |
|----|--|---------------|
| 8 | Nature of marketing Consumer Behaviour | Book 2, Ch.8 |
| 9 | Importance of Consumer Behaviour | Book 2, Ch.8 |
| 10 | Consumer Behavior –Introduction | Book 2, Ch.8 |
| 11 | Consumer buying decision process | Book 2, Ch.8 |
| 12 | Factors influencing consumer buying behaviour business | Book 2, Ch.8 |
| 13 | STP – Segmentation, Targeting and Positioning | Book 2, Ch.10 |
| 14 | Differentiated and Undifferentiated marketing | Book 2, Ch.10 |
| 15 | Cost Concepts | Book 2, Ch.10 |

Unit-III Product Mix & Pricing strategies:

| | | |
|----|-------------------------|---------------|
| 16 | Product and Product Mix | Book 2, Ch.11 |
| 17 | New Product Development | Book 2, Ch.13 |
| 18 | New Product Development | Book 2, Ch.13 |
| 19 | Branding and Its Types | Book 2, Ch.12 |
| 20 | Packaging and Labelling | Book 2, Ch.12 |
| 21 | Price Mix | Book 2, Ch.22 |

Unit-IV Promotion & Distribution:

| | | |
|--|--|---------------|
| 22 | Promotion Mix: Elements of Promotion Mix | Book 2, Ch.7 |
| 23 | Types of Promotion | Book 1, Ch.7 |
| 24 | Physical Distribution Mix | Book 1, Ch.7 |
| 25 | Supply Chain Management | Book 2, Ch.15 |
| 26 | Channels of Distribution | Book 1, Ch.15 |
| Unit-V 4.1 Recent Developments in Marketing | | |
| 27 | Direct and Online Marketing | Book 2, Ch.18 |
| 28 | Social Media | Book 2, Ch.18 |
| 29 | Digital Marketing | Book 2, Ch.18 |
| 30 | Relationship Marketing | Book 1, Ch.18 |
| 31 | Green and Rural Marketing | Book 2, Ch.18 |
| 32 | Tele Marketing | Book2, Ch. 18 |
| 33 | Viral Marketing, Ambush Marketing | Book 2, Ch.18 |
| 34 | De-marketing and Re-marketing | Book 2, Ch.18 |

ADDITIONAL WEB RESOURCES

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|----|--|
| 1. | EBook on Marketing Management https://www.agung73.com/wp-content/uploads/2021/02/Philip-Kotler-Marketing-Management.pdf https://dmishikantjha.com/papersCollection/Marketing%20Management.pdf |
| 2. | Consumer Behavior https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA3Semester/General/1ConsumerBehaviour.pdf https://northcampus.uok.edu.in/downloads/20161102133904427.pdf |

GRADING AND ASSESSMENT

- **Sessional Test:** 15 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks
- **Final Examination:** 70 marks
Introduction of the topic , content clarity and assessment

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**
Tuesday (12:55 PM - 1:45 PM)
Friday (12:55 PM - 1:45 PM)
- **Contact Information**
amanpreet.llb@mietjammu.in