



Model Institute of Engineering  
& Technology (Autonomous)  
Course Handout

Kot, Bhalwal, Jammu

## COURSE HANDOUT

MARKETING MANAGEMENT (BFSMJ-302)

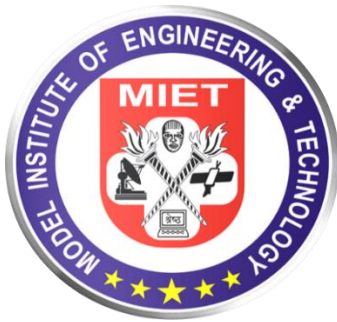
BBA (BFSI)-3rd SEMESTER

ACADEMIC YEAR (2024-25)

**Dr. Parul Sharma**

Associate Professor

School of Management



School of Management - UG

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal , Jammu - 181122

[www.mietjmu.in](http://www.mietjmu.in)



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1

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Please Do Not Print Unless Necessary



Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
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.

#### 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	Name of the Author	Publisher Name	Edition (Pub.Yr.)
1	Marketing Management	Kotler, Keller, Koshy & Jha,	Pearson Education	13 <sup>th</sup> (2018)
2.	Principles of Marketing	Philip Kotler, Gary Armstrong, Sridhar Balasubramanian, Prafulla Agnihotri	Pearson Education	19 <sup>th</sup> (2023)

#### Reference Books

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



COURSE PLAN		
Unit-I Introduction to Marketing		
S.No	Topics	Recommended Books
1	Nature, scope, and importance of marketing	Book 2, Ch.1
2	Evolution of marketing concepts	Book 1, Ch.1
3	Marketing mix	Book 2, Ch.1
4	Marketing environment	<a href="https://www.shivajicollege.ac.in/sPanel/uploads/content/d39b61fcede4f18a9064b1e7e36ef870.pdf">https://www.shivajicollege.ac.in/sPanel/uploads/content/d39b61fcede4f18a9064b1e7e36ef870.pdf</a>
5	Market segmentation – concept & bases; Target market selection	<a href="https://www.investopedia.com/terms/m/marketsegmentation.asp">https://www.investopedia.com/terms/m/marketsegmentation.asp</a>
6	Positioning concept	Book 2, Ch.8
Unit-II Consumer Behavior		
7	Consumer buying process; Factors influencing consumer buying decisions	Book 1, Ch.5
8	Product: Meaning importance & classifications	Book 1, Ch.12
9	Concept of product mix; Branding, packaging, and labelling	<a href="https://ebooks.inflibnet.ac.in/mgmt14/chapter/branding-and-positioning-packaging-labelling/">https://ebooks.inflibnet.ac.in/mgmt14/chapter/branding-and-positioning-packaging-labelling/</a>
10	Product life cycle; New Product Development.	Book 1, Ch.12
Unit-III Pricing & Promotion		
11	Significance of pricing; Factors affecting the price of a product	Book 2, Ch-14
12	Pricing Policies and strategies	Book 2, Ch.14
13	Promotion: Nature and importance of promotion; Communication process	Book 2, Ch.17
14	Types of promotion and Promotion mix	Book 1, Ch.18
15	Factors affecting promotion mix decisions	Book 1, Ch.18
Unit-IV Distribution: Channels of Distribution		
16	Meaning and importance	<a href="https://www.investopedia.com/terms/d/distribution-channel.asp">https://www.investopedia.com/terms/d/distribution-channel.asp</a>
17	Types of distribution channels	Book 1, Ch.9
18	Wholesaling	Book 1, Ch.9
19	Retailing	Book 2, Ch.12
20	Factors affecting choice of distribution channel	Book 1, Ch.12
21	Physical Distribution	Book 1, Ch.9
Unit-V Recent developments in Marketing		
22	Direct Marketing	<a href="https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Selling%20and%20Sales%20Management%208th%20edition%20(2009)/13.%20Chapter%2011%20-%20Direct%20marketing.pdf">https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Selling%20and%20Sales%20Management%208th%20edition%20(2009)/13.%20Chapter%2011%20-%20Direct%20marketing.pdf</a>
23	Social Media Marketing	<a href="https://www.equinetacademy.com/wp-content/uploads/1-Introduction-to-Social-">https://www.equinetacademy.com/wp-content/uploads/1-Introduction-to-Social-</a>



		<a href="#">Media.pdf</a>
24	Relationship marketing	<a href="https://www.worldscientific.com/doi/pdf/10.1142/9781944659639_0001?srsltid=AfmBOooZ1rMMuNg_oSEKmC8LKC8jNzZB-857AtXlf_P_42f7ES-j0Q88">https://www.worldscientific.com/doi/pdf/10.1142/9781944659639_0001?srsltid=AfmBOooZ1rMMuNg_oSEKmC8LKC8jNzZB-857AtXlf_P_42f7ES-j0Q88</a>
25	Green Marketing	<a href="https://escholarship.org/content/qt49n325b7/qt49n325b7.pdf">https://escholarship.org/content/qt49n325b7/qt49n325b7.pdf</a>
26	Viral Marketing	<a href="https://www.investopedia.com/terms/v/viral-marketing.asp">https://www.investopedia.com/terms/v/viral-marketing.asp</a>
27	Rural Marketing	<a href="https://www.amity.edu/jaipur/amr/pdf/jul-dec-2015-vol-4(2)/8.pdf">https://www.amity.edu/jaipur/amr/pdf/jul-dec-2015-vol-4(2)/8.pdf</a>

#### ADDITIONAL WEB RESOURCES

1.	<b>MOOC:</b> Market Research and Consumer Behavior <a href="https://www.coursera.org/programs/mba-faculty-learning-program-i47xd/learn/market-research?source=search">https://www.coursera.org/programs/mba-faculty-learning-program-i47xd/learn/market-research?source=search</a>
2.	<b>NPTEL:</b> Video lectures on Marketing Management by Dr. Ashis Mishra, Indian Institute of Bangalore <a href="https://onlinecourses.swayam2.ac.in/imb24_mg84/preview">https://onlinecourses.swayam2.ac.in/imb24_mg84/preview</a>

#### 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**  
Tuesday (12:05 PM - 12:55 PM)  
Friday (12:05 PM - 12:55 PM)
- **Contact Information**  
[parul.mba@mietjammu.in](mailto:parul.mba@mietjammu.in)