



Kot Bhalwal, Jammu



Model Institute of Engineering  
& Technology (Autonomous)  
Course Handout

## COURSE HANDOUT

MARKETING MANAGEMENT (BBALLB-204)

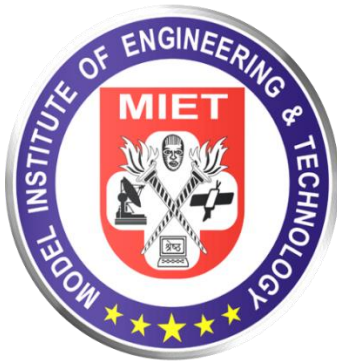
BBALLB- 2<sup>nd</sup> SEMESTER

ACADEMIC YEAR (2024-25)

**Ms. Shivani Kanaria**

Assistant Professor

UG SOM



**IET**  
FUTURE BEGINS HERE....

School of Law

Model Institute of Engineering & Technology (Autonomous)

Kot Bhalwal, Jammu - 181122

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Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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**SYLLABUS**

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

**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
- 5.3 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 Suggested Books	Name of Author	Publisher Name	Edition (Pub.Yr.)
1.	Marketing Management	Philip Kotler, K.L. Keeler et	Pearson Education	13th, 2018
2.	Marketing Management	V.S. Ramaswamy and S. Namakumari	McMillan India Ltd	5th, 2017

#### Reference Books

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



### ADDITIONAL WEB RESOURCES

1.	NPTEL: Marketing Management <a href="https://onlinecourses.nptel.ac.in/noc25_mg68/preview">https://onlinecourses.nptel.ac.in/noc25_mg68/preview</a>
2.	MOOC: Marketing Management <a href="https://www.coursera.org/learn/spjimr-marketing-management-mooc">https://www.coursera.org/learn/spjimr-marketing-management-mooc</a>

### GRADING AND ASSESSMENT

- **Sessional Test 1:** 7.5 marks
- **Sessional Test 2:** 7.5 marks
- **Assignment:** 10 marks
- **Attendance:** 5 marks
- **Final Examination:** 70 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 (02:35 PM - 03:00 PM)  
Friday (02:35 PM - 03:00 PM)
- **Contact Information**  
[Shivani.bba@mietjammu.in](mailto:Shivani.bba@mietjammu.in)