



Model Institute of Engineering  
& Technology (Autonomous)  
Course Handout

Kot, Bhalwal, Jammu

## COURSE HANDOUT

Principle of Marketing Management (BBAMJ-403)

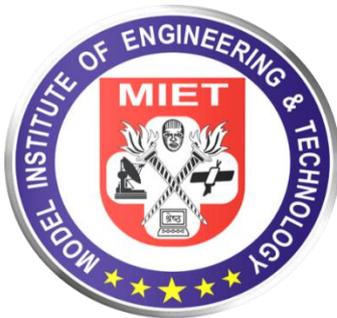
BBA(H) -4<sup>th</sup> SEMESTER

ACADEMIC YEAR (2024-25)

**Ms. Diksha Mahajan**

Assistant Professor

School of Management



School of Management

Model Institute of Engineering & Technology (Autonomous)

KotBhalwal, Jammu - 181122

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



Dr. Arun K. Gupta Teaching-Learning Centre

Version 1.1



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Course Code	Course Name	Course Type	Cd	L	T	P	Marks		
							Sessional	Final Exam	Total
BBAMJ-403	Principles of 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	Describe 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 Section -A

#### 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 Hours)

#### 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 POD Establishing Brand Positioning

(10 Hours)

#### Unit-III

**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 Hours)

### Section -B

#### 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

(9 Hours)

#### Unit-V

**Trends in Marketing Practices:** Internal Marketing, socially responsible Marketing, Cause Related Marketing, online marketing, mobile marketing, services marketing, green marketing, Rural Marketing.

(9 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)
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**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 Marketing**

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 Market Segments, Targets and Brand Positioning**

8	Concept of Market Segmentation	Book 1, Ch.9
9	Segmentation- variables process, level and need	Book 1, Ch.9
10	Market Targeting- Concept and Techniques	Book 1, Ch.9
11	Positioning-Concept	Book 1, Ch.10
12	Frame of Reference	Book 1, Ch.10
13	POP vs POD	Book 1, Ch.10
14	Establishing Brand Positioning	Book 1, Ch.9

**Unit-III Product**

15	Meaning & Classification of products	Book 1, Ch.13
16	New Product development	Book 2, Ch.25
17	Reasons for failure of new products	Book 2, Ch.25
18	Product Life Cycle	Book 2, Ch.21
19	Types of brands	Book 2, Ch.23
20	Brand Equity, Brand Loyalty	Book 2, Ch.23
21	Product and Brand Relationships	Book 2, Ch.21
22	Service Marketing- Concept and 7 P's of Service Marketing	Book 2, Ch.42

**Unit-IV Analyzing Consumer Markets**

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 Trends in Marketing Practices		
28	Internal Marketing	Book 1, Ch 23
29	Socially responsible Marketing	Book 1, Ch 23
30	Cause Related Marketing	Book 1, Ch 23
31	Online marketing	Book 1, Ch 23
32	Mobile marketing	Book 1, Ch 23
33	Services marketing	Book 1, Ch 23
34	Green marketing	Book 1, Ch 23
35	Rural Marketing	Book 1, Ch 23

#### ADDITIONAL WEB RESOURCES

1.	<b>MOOC:</b> Introduction to Marketing <a href="https://www.coursera.org/learn/wharton-marketing">https://www.coursera.org/learn/wharton-marketing</a>
2.	<b>NPTEL:</b> Video lectures on Marketing Management series by Prof. Ashis Mishra from Institute of Management Bangalore (IIMB). <a href="https://onlinecourses.swayam2.ac.in/imb25_mg21/preview">https://onlinecourses.swayam2.ac.in/imb25_mg21/preview</a>

#### GRADING AND ASSESSMENT

- **Sessional Test 1:** 10 marks
- **Sessional Test 2:** 10 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 (12:05 PM - 12:55 PM)  
Friday (12:05 PM - 12:55 PM)
- **Contact Information**  
[diksha.mba@mietjammu.in](mailto:diksha.mba@mietjammu.in)