Gyanmanjari
Innovative University

Subject: Marketing Management – BCOMM11302

Type of course: Major (Core)

Prerequisite:

A fundamental understanding of business principles and basic knowledge of marketing concepts. Students should have a basic understanding of business environments, consumer behavior, and marketing strategies. Familiarity with economic, social, and technological factors that impact marketing decisions would be beneficial.

Rationale:

This subject has to provide students with a comprehensive understanding of the fundamental concepts and principles of marketing. The course aims to equip students with the necessary knowledge and skills to analyze marketing environments, consumer behavior, marketing ethics, and social responsibility.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
					CCE		
CI	T	P	C	SEE	MSE	ALA	
4	0	0	4	100	30	70	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)
SEE 100 Marks will be converted in to 50 Marks
CCE 100 Marks will be converted in to 50 Marks
It is compulsory to pass in each individual component.

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
01	**Marketing Case Study Analysis:** Faculty will provide real-world marketing case studies and students have to upload it on Moodle.	10
02	**Product Redesign Challenge:** Faculty will assign task of enhancing an existing product to cater to the needs and preferences of a specific target market (Canvas Work) and student will upload it on Moodle.	10
03	**Market Entry Strategy:** Faculty Will Assigntask of developing a market entry strategy for a fictional or real product in a Domestic market. (Group Activity) and student will upload it on Moodle.	10
04	**Platforms of Digital Marketing:** Students will find out the various real – world Platformsand its types for Marketingand submit it as form of report on Moodle.	10
05	**Student choice activity:** In this activity student can choose any activity on the basis on their own choice which relevant to subject and have to load it on Moodle.	10
06	**List of Social media marketing:** Students have to list out the forms of social media marketing of various companies and have to upload it on Moodle.	10
07	**Attendance**	10
	Total	70

CourseContent:

Sr. No	Course content	Hrs.	% Weightage
1	**Understanding Marketing Management:** • **Marketing:** Definition and scope, Concept of Marketing, Importance, Selling Vs. Marketing, Various factors Impacting Marketing. • **Marketing Environment:** Understanding marketing environment, Features, types& strategies to deal with internal and external (Micro and Macro) Marketing Environment. • **Marketing Ethics and Social Responsibility:** Ethical issues in marketing, Socially responsible marketing practices, Consumer rights and protection	15	25
2	**Marketing Mix (4 Ps):** • **Product:** Concept, meaning & Definition, Types. • **Pricing:** Concept, Objectives & Factors Affecting Price of a Product, Pricing Policies and Strategies. • **Place:** Concept, Objectives & Importance of Channels of Distribution of Consumer Goods, Types of Channels of Distribution, Factors Affecting Choice of Distribution Channels. • **Promotion:** Meaning, Nature & Importance. Types of Promotion, Emerging Trends in marketing	15	25
3	**Marketing Strategy and Planning:** • **Marketing Planning and Strategy Development:** • Strategic planning process – Meaning, importance, steps, corporate mission, SBU, BCG model, SWOT analysis • **Marketing Implementation and Control:** • Marketing organization and structure • Marketing implementation: resources allocation, marketing programs, and action plans • Marketing control: performance measurement, monitoring, and adjustments	15	25

4	**Digital Marketing and Emerging Trends:** • **Digital Marketing Fundamentals:** Digital marketing channels: Overview, Digital marketing strategies and tactics • **Social Media Marketing:** Introduction, Social media marketing strategies and campaigns • **Emerging Trends in Marketing:** Basics of: Influencer marketing and brand collaborations, Artificial intelligence and machine learning in marketing, Augmented reality (AR) and virtual reality (VR) in marketing	15	25

Suggested Specification table with Marks (Theory):100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	35%	40%	25%	-	-	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the real-life business scenarios of Marketing.
CO2	Understand the marketing in order to make informed marketing decisions.
CO3	Develop and implement effective marketing strategies.
CO4	Understand the importance of SWOT analysis in marketplace.
CO5	Understand the basic fundamentals of Digital Marketing and explore various emerging trends in Marketing.

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

[1] Marketing Management (15th edition) by Philip Kotler and Kevin Lane Keller, Pearson Education India

[2] Marketing Management by R. S. N. Pillai, S. Chand & Company Private LTD)