



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester-1 (BBA)

Subject: Marketing Management - BBAFM11301

Type of course: Major Stream

Prerequisite:

Any student who has studied and passed 12th Standard Examination in Science or General stream with English as one of the subjects from any recognized Board can join BBA Program.

Rationale:

To provide the students with conceptual understanding about the key functions of the process of managing organizations and to familiarize the students with the Management Discipline

Teaching and Examination Scheme:

| Teaching Scheme | | | Credits | Examination Marks | | | Total Marks |
|-----------------|---|---|---------|-------------------|-----|-----|-------------|
| CI | T | P | | C | SEE | CCE | |
| | | | 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:

(For each activity maximum-minimum range is 10 to 5 marks)

| Sr. No | Active Learning Activities | Marks |
|--------|---|-------|
| 1 | Quiz Faculty will conduct MCQ test unit wise on Moodle (10 MCQs from each unit) | 10 |
| 2 | Brain Writing Brain writing is an exercise to generate plenty of ideas and is quite similar to classic Brainstorming and Brain walking. | 10 |
| 3 | Think Pair Share Students will receive a question / problem from the faculty and they are required to share their views. Upload it to Moodle. Prepare it in a group of three. | 10 |
| 4 | Concept Mapping Students can map their Idea, Solution for real time project / problem and upload to the Moodle. | 10 |
| 5 | Case Study Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation in a group of three and Upload it to Moodle | 10 |
| 6 | Attendance | 10 |
| 7 | Student's Preference activity | 10 |
| Total | | 70 |

Course Content:

| Sr. No | Course content | Hrs | % Weightage |
|--------|---|-----|-------------|
| 1 | Introduction: <ul style="list-style-type: none"> • Nature and Scope of Marketing • Concepts of Marketing • Marketing Management • Functions of Marketing • Types of Markets • Difference between Marketing and Selling • Various Environmental Factors affecting Marketing Function | 12 | 25 |

| | | | |
|---|--|----|----|
| 2 | <p>Buying Behavior & Market Segmentation:</p> <ul style="list-style-type: none"> • Buyer behavior • Factors influencing buyer behavior • Stages of buying decision process • Market segmentation • Need and basis of Segmentation • Concept of Marketing Mix <p>Product:</p> <ul style="list-style-type: none"> • Product Definition • Classification – Consumer Goods Industrial goods • Product Life Cycle • Developing new Products – Process | 18 | 25 |
| 3 | <p>Pricing & Physical Distribution:</p> <p>Pricing</p> <ul style="list-style-type: none"> • Objectives • Pricing Policies and Procedures • Factors influencing pricing decisions <p>Physical distribution</p> <ul style="list-style-type: none"> • Channels of distribution • Types of Channels • Wholesalers, Retailers and Middlemen and their functions. | 15 | 25 |
| 4 | <p>Promotion:</p> <ul style="list-style-type: none"> • Promotion • Advertising • Personal Selling • Sales Promotion • Publicity • Recent Trends in Marketing: E-marketing, Relationship marketing, Mobile marketing <p>Business Cases</p> | 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 | 20% | 30% | 30% | 10% | 10% | - |

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 dynamics of marketing in business |
| CO2 | Apply the theoretical marketing concepts to the practical situations |
| CO3 | Demonstrate the ability to carry out market research projects |
| CO4 | To communicate unique marketing mixes and selling propositions for specific products |
| CO5 | Construct written sales plans and professional interactive presentations |

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:

- Gupta C.B. Nair N. Rajan, Latest Edition, *Marketing Management-Text & Cases*, SultanChand & Sons
- Kotler Philip & Keller Kevin Lane, Latest Edition, *Marketing Management*, Pearson Education India
- V S Ramaswamy & S Namakumari, *Marketing Management*, Latest Edition, Om Books International
- Rustom S.Davar, Latest Edition, *Modern Marketing Management*, Ubs Publishers' Distributors Pvt.Ltd
- S.A.Sherlekar & R.Krishnamoorthy, Latest Edition, *Principles of Marketing*, Himalaya Publishing House Pvt. Ltd

