



Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-2 (MBA)

**Subject:** Marketing Management- MBAXX12506

**Type of course:** Major (Core)

**Prerequisite:**

The prerequisite for a marketing management syllabus typically includes a foundational understanding of core business principles and concepts. Students are expected to have completed introductory courses in business and marketing to ensure they have the necessary background knowledge. These foundational courses cover topics such as economics, accounting, management, and consumer behavior. Additionally, a strong grasp of fundamental marketing concepts, including the marketing mix (product, price, place, and promotion), market segmentation, and target audience analysis, is essential. Proficiency in data analysis and research methods is often required as marketing management involves making data-driven decisions. Students should also have a basic understanding of digital marketing and emerging trends in the field, as the marketing landscape is constantly evolving. Overall, a strong educational foundation in business and marketing is crucial to excel in a marketing management course.

**Rationale:**

The marketing management syllabus is designed to equip students with a comprehensive understanding of the principles, strategies, and tools required to excel in the dynamic world of marketing. It covers a wide array of topics, such as marketing mix, market segmentation, consumer behaviour, marketing ethics, and social responsibility. This diverse curriculum enables students to analyze market trends, create effective marketing campaigns, and adapt to the ever-evolving business landscape. Moreover, it encourages critical thinking, creativity, and problem-solving skills, which are essential for success in the field. By integrating both theory and practical applications, the syllabus prepares students to address real-world marketing challenges and excel in their careers.





**Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks					Total Marks
CI	T	P		C	Theory Marks		Practical Marks		
			ESE		MSE	V	P	ALA	
04	00	00	04	60	30	10	00	50	150

*Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; ESE – End Semester Examination; MSE- Mid Semester Examination; V – Viva; CA - Continuous Assessment; ALA-Active Learning Activities.*

**Course Content:**

Sr. No	Course content	Hrs.	% Weightage
1	<p><b>1. Introduction to Marketing, Market Segmentation &amp; Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>● Meaning, Definition and scope of marketing</li> <li>● Importance of marketing in modern business</li> <li>● Marketing concepts</li> <li>● Market segmentation Meaning, Basis of Segmentation</li> <li>● Buyer behaviour meaning</li> <li>● Factors influencing Buyer behaviour</li> <li>● The Buyer decision-making process</li> </ul>	15	25
2	<p><b>2. Marketing Mix &amp; Product</b></p> <ul style="list-style-type: none"> <li>● Introduction to Marketing Mix 4 P's</li> <li>● Product Meaning</li> <li>● Product classification</li> <li>● Product life cycle</li> <li>● New product development process</li> <li>● Case Studies</li> </ul>	15	25



3	<p><b>3.A Pricing</b></p> <ul style="list-style-type: none"> <li>● Pricing Meaning,</li> <li>● Pricing Objectives</li> <li>● Factors influencing pricing decisions</li> <li>● Case Studies</li> </ul> <p><b>3.B Distribution</b></p> <ul style="list-style-type: none"> <li>● Distribution Meaning, Importance</li> <li>● Types of distribution channels</li> <li>● Case Studies</li> </ul>	15	25
4	<p><b>4.A Promotion</b></p> <ul style="list-style-type: none"> <li>● Promotion Meaning, Importance</li> <li>● Elements of the promotional mix Meaning, Importance (advertising, sales promotion, public relations, personal selling)</li> <li>● Case Studies</li> </ul> <p><b>4.B Marketing Ethics and Social Responsibility</b></p> <ul style="list-style-type: none"> <li>● Ethical issues in marketing</li> <li>● Corporate social responsibility in marketing</li> <li>● Case Studies</li> </ul>	15	25

### Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	<p><b>Distribution Channel Preparation</b></p> <p>The students have to select a particular company and study its distribution channel and prepare a PDF file and upload it on the GMIU Web portal.</p>	10
2	<p><b>Product Pitching</b></p> <p>Students will create and upload product pitch scripts on GMIU Web portal. This activity simulates a real-world scenario where students need to convince a potential client or investor of the value of their product.</p>	10
3	<p><b>Company Slogan Creation</b></p> <p>Students will create unique taglines/slogans for any company by using their creative ideas and upload it on GMIU Web portal.</p>	10





4	<b>Company Logo Creation</b> Students will create a unique logo for any company by using their creative ideas and upload it on GMIU Web portal.	10
5	<b>Case Study</b> Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation and upload it to the GMIU Web portal.	10
Total		50

### Suggested Specification table with Marks (Theory):60

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	30%	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 and gain a solid grasp of fundamental Marketing Concepts, including the Market Segmentation and Buyer Behaviour.
CO2	Know the marketing mix (product, price, place, and promotion) and gain knowledge of product development, including the product life cycle, new product introduction,
CO3	Develop ability to implement pricing strategies and Understand distribution channels and how they impact marketing decisions.
CO4	Master promotional campaigns, advertising, marketing tools, and ethical considerations, including CSR.



### **Instructional Method:**

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any 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 the laboratory.

### **Reference Books:**

1. "Marketing Management" by Philip Kotler and Kevin Lane Keller, Latest Edition
2. "Principles of Marketing" by Philip Kotler and Gary Armstrong, Latest Edition
3. "Marketing Management" by V.S. Ramaswamy and S. Namakumari, Latest Edition
4. "Marketing Management" by Czinkota Kotabe, India Edition, cengage learning, 2017.

