



**Gyanmanjari**  
Innovative University

Syllabus  
Gyanmanjari Institute of Management Studies  
Semester-I(MBA)

**Subject:** Marketing Management - MBA2XX11504

**Type of Course:** Core Course (CC)

**Prerequisite:** Students should have a basic understanding of business, marketing, economics, and consumer behaviour concepts along with knowledge of marketing mix and market analysis.

**Rationale:** This course is designed to develop students' understanding of marketing principles, strategies, consumer behaviour, and ethical practices to help them solve real-world marketing challenges effectively.

**Teaching and Examination Scheme:**

| Teaching Scheme |   |   | Credits | Examination Marks |     | Total Marks |
|-----------------|---|---|---------|-------------------|-----|-------------|
| CI              | T | P | C       | SEE               | CCE |             |
| 4               | 0 | 0 | 4       | 100               | 50  | 150         |

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

**Course Content:**

| Sr. No | Course Content                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Hrs.         | % Weightage |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|
| 1      | <b>Introduction to Marketing Theory Topics</b> <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>• Evolution of marketing</li> <li>• Functions of marketing</li> <li>• Role of marketing in economic development</li> <li>• Marketing environment</li> <li>• Types of marketing</li> <li>• Difference between selling and marketing</li> <li>• Contemporary trends in marketing</li> </ul> | 04 T<br>08 P | 20          |



|        | <p><b>Practical 1: Marketing Concept Identification</b><br/>Students will identify marketing concepts used by brands through advertisements to understand practical applications of marketing concepts.</p> <p><b>Practical 2: Selling vs Marketing Role Play</b><br/>Students will perform role plays to understand the difference between selling and customer-oriented marketing approaches.</p> <p><b>Practical 3: Marketing Environment Analysis</b><br/>Students will analyze internal and external environmental factors affecting the marketing decisions of a company.</p> <p><b>Practical 4: Modern Marketing Trends Discussion</b><br/>Students will present current trends such as digital marketing and influencer marketing to understand modern marketing practices.</p> <p><b>Examination Style:</b></p> <table><tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr><tr><td>1</td><td><b>ALA 1: Marketing vs Selling Comparison</b><br/>Students will select any one business (such as a retail shop, café, supermarket, or online brand) and prepare a simple comparison between selling and marketing practices followed by that business. The comparison should include at least 10 points and one real-life example. Students will upload the PDF on the GMIU Web Portal.</td><td></td><td>10</td></tr><tr><td>2</td><td><b>Poster Presentation:</b><br/>Students will prepare and present a visually appealing academic poster on the assigned topic, highlighting key concepts, findings, and insights. Evaluation will be based on content quality, creativity, presentation skills, and ability to answer questions.</td><td>20</td><td></td></tr><tr><td></td><td><b>Total</b></td><td>20</td><td>10</td></tr></table> | Sr. No       | Evaluation Methods | SEE | CCE | 1 | <b>ALA 1: Marketing vs Selling Comparison</b><br>Students will select any one business (such as a retail shop, café, supermarket, or online brand) and prepare a simple comparison between selling and marketing practices followed by that business. The comparison should include at least 10 points and one real-life example. Students will upload the PDF on the GMIU Web Portal. |  | 10 | 2 | <b>Poster Presentation:</b><br>Students will prepare and present a visually appealing academic poster on the assigned topic, highlighting key concepts, findings, and insights. Evaluation will be based on content quality, creativity, presentation skills, and ability to answer questions. | 20 |  |  | <b>Total</b> | 20 | 10 |  |  |
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| Sr. No | Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SEE          | CCE                |     |     |   |                                                                                                                                                                                                                                                                                                                                                                                        |  |    |   |                                                                                                                                                                                                                                                                                                |    |  |  |              |    |    |  |  |
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|        | <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 20           | 10                 |     |     |   |                                                                                                                                                                                                                                                                                                                                                                                        |  |    |   |                                                                                                                                                                                                                                                                                                |    |  |  |              |    |    |  |  |
| 2      | <p><b>Market Segmentation &amp; Consumer Behaviour Theory Topics</b></p> <ul style="list-style-type: none"><li>● Market segmentation Meaning, Introduction,</li><li>● Basis of Segmentation</li><li>● Buyer behaviour meaning</li><li>● Factors influencing Buyer behaviour</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | 04 T<br>08 P | 20                 |     |     |   |                                                                                                                                                                                                                                                                                                                                                                                        |  |    |   |                                                                                                                                                                                                                                                                                                |    |  |  |              |    |    |  |  |



|        | <ul style="list-style-type: none"> <li>The Buyer decision-making process</li> </ul> <p><b>Practical 1: Market Segmentation Exercise</b><br/>Students will segment the market for a product using different segmentation bases to understand target market selection.</p> <p><b>Practical 2: Consumer Buying Behaviour Observation</b><br/>Students will observe consumer buying patterns to understand factors influencing buyer behaviour.</p> <p><b>Practical 3: Buyer Decision-Making Process Mapping</b><br/>Students will prepare a flowchart showing stages of the buyer decision-making process for selected products.</p> <p><b>Practical 4: Customer Preference Survey</b><br/>Students will conduct a simple survey to analyze customer preferences and purchasing choices.</p> <p><b>Examination Style:</b></p> <table border="1"> <thead> <tr> <th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>1</td><td><b>ALA 2: Customer Segmentation Study</b><br/>Students will choose any product (e.g., mobile phone, clothing, snacks, cosmetics, etc.) and identify at least four customer segments based on age, income, gender, occupation, or lifestyle. They should briefly explain why each segment is suitable for the selected product and upload the PDF on the GMIU Web Portal.</td><td></td><td>10</td></tr> <tr> <td>2</td><td><b>Real Time/ Live Problem Solving:</b><br/>Students will analyze and solve a real-world business or marketing problem within a given time frame using appropriate concepts and logical reasoning. Evaluation will focus on problem-solving approach, decision-making, practicality, and justification of the solution.</td><td>20</td><td></td></tr> <tr> <td></td><td><b>Total</b></td><td>20</td><td>10</td></tr> </tbody> </table> | Sr. No       | Evaluation Methods | SEE | CCE | 1 | <b>ALA 2: Customer Segmentation Study</b><br>Students will choose any product (e.g., mobile phone, clothing, snacks, cosmetics, etc.) and identify at least four customer segments based on age, income, gender, occupation, or lifestyle. They should briefly explain why each segment is suitable for the selected product and upload the PDF on the GMIU Web Portal. |  | 10 | 2 | <b>Real Time/ Live Problem Solving:</b><br>Students will analyze and solve a real-world business or marketing problem within a given time frame using appropriate concepts and logical reasoning. Evaluation will focus on problem-solving approach, decision-making, practicality, and justification of the solution. | 20 |  |  | <b>Total</b> | 20 | 10 |  |  |
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| 3      | <p><b>Marketing Mix &amp; Product Theory Topics</b></p> <ul style="list-style-type: none"> <li>Introduction to Marketing Mix 4 P's</li> <li>Introduction to Extended 3 P's</li> <li>Product Meaning</li> <li>Product classification</li> <li>Product life cycle</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 04 T<br>08 P | 20                 |     |     |   |                                                                                                                                                                                                                                                                                                                                                                         |  |    |   |                                                                                                                                                                                                                                                                                                                        |    |  |  |              |    |    |  |  |

|        | <ul style="list-style-type: none"> <li>• New product development process</li> </ul> <p><b>Practical 1: Product Classification Activity</b><br/>Students will classify products into different categories to understand product classification concepts.</p> <p><b>Practical 2: Product Life Cycle Analysis</b><br/>Students will analyze different stages of the product life cycle of popular brands.</p> <p><b>Practical 3: New Product Development Simulation</b><br/>Activity &amp; Explanation: Students will create a new product idea and explain its development stages to understand innovation processes.</p> <p><b>Practical 4: Marketing Mix Strategy Preparation</b><br/>Activity &amp; Explanation: Students will prepare a marketing mix plan for a product to understand the practical application of 4P's.</p> <p><b>Examination Style:</b></p> <table border="1"> <thead> <tr> <th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr> </thead> <tbody> <tr> <td>1</td><td> <b>ALA 3: Product Life Cycle Analysis</b><br/>Students will select any existing product or brand and identify its current stage in the Product Life Cycle (Introduction, Growth, Maturity, or Decline). They should provide a brief justification with one supporting image and upload the PDF on the GMIU Web Portal. </td><td></td><td>10</td></tr> <tr> <td>2</td><td> <b>Case Study</b><br/>Students will analyze a given business case, identify issues, and propose suitable solutions through a structured presentation. Evaluation will be based on analytical thinking, application of concepts, presentation effectiveness, and responses during discussion. </td><td>20</td><td></td></tr> <tr> <td></td><td><b>Total</b></td><td>20</td><td>10</td></tr> </tbody> </table> | Sr. No       | Evaluation Methods | SEE | CCE | 1 | <b>ALA 3: Product Life Cycle Analysis</b><br>Students will select any existing product or brand and identify its current stage in the Product Life Cycle (Introduction, Growth, Maturity, or Decline). They should provide a brief justification with one supporting image and upload the PDF on the GMIU Web Portal. |  | 10 | 2 | <b>Case Study</b><br>Students will analyze a given business case, identify issues, and propose suitable solutions through a structured presentation. Evaluation will be based on analytical thinking, application of concepts, presentation effectiveness, and responses during discussion. | 20 |  |  | <b>Total</b> | 20 | 10 |  |  |
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| 4      | <b>Pricing &amp; Distribution Theory Topics</b> <ul style="list-style-type: none"> <li>• Pricing Meaning</li> <li>• Pricing Objectives</li> <li>• Factors influencing pricing decisions</li> <li>• Distribution Meaning, Importance</li> <li>• Types of distribution channels</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | 04 T<br>08 P | 20                 |     |     |   |                                                                                                                                                                                                                                                                                                                       |  |    |   |                                                                                                                                                                                                                                                                                             |    |  |  |              |    |    |  |  |



|        | <p><b>Practical 1: Pricing Strategy Exercise</b><br/>Students will prepare pricing strategies for products based on demand, cost, and competition factors.</p> <p><b>Practical 2: Distribution Channel Design</b><br/>Students will design suitable distribution channels for different types of products.</p> <p><b>Practical 3: Channel Partner Identification Activity</b><br/>Students will identify different intermediaries involved in product distribution and their functions.</p> <p><b>Practical 4: Case Study on Pricing Decisions</b><br/>Students will analyze pricing and distribution-related business cases to improve decision-making skills.</p> <p><b>Examination Style:</b></p> <table><tr><th>Sr. No</th><th>Evaluation Methods</th><th>SEE</th><th>CCE</th></tr><tr><td>1</td><td><b>ALA 4:</b><br/><b>Retail Store Pricing &amp; Distribution:</b><br/>Students will visit any nearby retail store, supermarket, or local business and observe the pricing of any one product along with its distribution channel. They will prepare a short report describing the product price, possible pricing objective, and how the product reaches the customer. Students will attach photographs taken during the visit and upload the PDF on the GMIU Web Portal.</td><td></td><td>10</td></tr><tr><td>2</td><td><b>Minor Project &amp; VIVA:</b><br/>Students will complete a small project involving analysis, or practical application of the subject and present their findings. Evaluation will be based on project quality, originality, documentation, practical understanding, and performance in the viva voce.</td><td>20</td><td></td></tr><tr><td></td><td>Total</td><td>20</td><td>10</td></tr></table> | Sr. No                     | Evaluation Methods | SEE | CCE | 1 | <b>ALA 4:</b><br><b>Retail Store Pricing &amp; Distribution:</b><br>Students will visit any nearby retail store, supermarket, or local business and observe the pricing of any one product along with its distribution channel. They will prepare a short report describing the product price, possible pricing objective, and how the product reaches the customer. Students will attach photographs taken during the visit and upload the PDF on the GMIU Web Portal. |  | 10 | 2 | <b>Minor Project &amp; VIVA:</b><br>Students will complete a small project involving analysis, or practical application of the subject and present their findings. Evaluation will be based on project quality, originality, documentation, practical understanding, and performance in the viva voce. | 20 |  |  | Total | 20 | 10 |  |  |
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| 5      | <p><b>Promotion, Marketing Ethics and Social Responsibility</b><br/><b>Theory Topics</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>• Ethical issues in marketing</li><li>• Corporate social responsibility in marketing</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>04 T</b><br><b>08 P</b> | <b>20</b>          |     |     |   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |    |   |                                                                                                                                                                                                                                                                                                        |    |  |  |       |    |    |  |  |



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| <p><b>Practical 1: Advertisement Creation</b><br/>Students will create advertisements for products to understand promotional techniques and creative communication.</p> <p><b>Practical 2: Promotional Mix Identification</b><br/>Students will identify promotional mix elements used by companies through advertisements and campaigns.</p> <p><b>Practical 3: Ethical Marketing Debate</b><br/>Students will participate in debates on ethical marketing practices to understand marketing ethics.</p> <p><b>Practical 4: CSR Campaign Planning</b><br/>Students will prepare a CSR campaign plan to understand social responsibility in marketing.</p> <p><b>Examination Style:</b></p> |                                                                                                                                                                                                                                                                                                                                                                                         |     |     |  |  |
| Sr. No                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Evaluation Methods                                                                                                                                                                                                                                                                                                                                                                      | SEE | CCE |  |  |
| 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>ALA 5:</b><br/><b>Promotion Mix Identification:</b><br/>Students will visit the official website or social media page of any company and identify examples of Advertising, Sales Promotion, Public Relations, or Personal Selling used by the company. Students will take screenshots, briefly explain the promotional activities, and upload the PDF on the GMIU Web Portal.</p> |     | 10  |  |  |
| 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p><b>Quiz:</b><br/>Students will be given a set of MCQ's. Students need to complete the given MCQ's in a stipulated time.</p>                                                                                                                                                                                                                                                          | 20  |     |  |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Total</b>                                                                                                                                                                                                                                                                                                                                                                            | 20  | 10  |  |  |

**Suggested Specification Table:**

| Distribution of Marks<br>(Revised Bloom's Taxonomy) |                 |                   |                 |             |              |            |
|-----------------------------------------------------|-----------------|-------------------|-----------------|-------------|--------------|------------|
| Level                                               | Remembrance (R) | Understanding (U) | Application (A) | Analyze (N) | Evaluate (E) | Create (C) |
| Weightage %                                         | 10%             | 20%               | 10%             | 20%         | 20%          | 20%        |

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                                                        | Analyze fundamental marketing concepts, marketing environment, and emerging marketing trends to develop strategic marketing understanding.                   |
| CO2                                                        | Evaluate consumer behaviour and market segmentation strategies to design effective targeting and positioning decisions.                                      |
| CO3                                                        | Understanding strategic product and marketing mix decisions by applying product management and new product development concepts.                             |
| CO4                                                        | Formulate pricing and distribution strategies by analyzing market dynamics, competition, and supply chain effectiveness.                                     |
| CO5                                                        | Design ethical and integrated promotional strategies by applying concepts of marketing communication, corporate social responsibility, and marketing ethics. |

### Instructional Method:

The course delivery method will depend upon the requirement of content and need of students.

A minimum of 20–30% of the course content shall be suggested to deliver through Flipped Learning, where students study digital learning resources before the classroom session. Classroom time shall be utilized for discussion, problem-solving, practical applications, and higher-order learning activities.

Students shall be encouraged to use AI-powered learning platforms, simulation software, virtual laboratories, digital libraries, research databases, online certification courses, NPTEL, SWAYAM, MOOCs, and other technology-enabled learning resources to strengthen conceptual understanding and practical competence.

Continuous assessment shall be conducted through Active Learning Assignments (ALAs), quizzes, skill demonstrations, presentations, practical exercises, projects, case studies, innovation activities, peer assessment, reflective learning, and industry-oriented tasks instead of relying primarily on conventional written assignments.

### Reference Books:

- [1] Kotler, P., & Keller, K. L. (2022). Marketing management (16th Global ed.). Pearson.
- [2] Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). Marketing management (14th European ed.). Pearson.
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**Suggested Guidelines:**

| SEE | Topic                                 | Criteria                                                                     | Marks | Description                                                                                                                                                 |
|-----|---------------------------------------|------------------------------------------------------------------------------|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | <b>Poster Presentation</b>            | Poster Design, Creativity & Visual Presentation                              | 10    | Strengthens the ability to visually communicate marketing ideas, organize information effectively, and explain concepts in a clear and creative manner.     |
|     |                                       | Explanation of Concepts, Practical Relevance & Response to Questions         | 10    |                                                                                                                                                             |
| 2   | <b>Real Time/Live Problem Solving</b> | Problem Analysis & Identification of Issues                                  | 10    | Develops the ability to analyze real-world business problems, apply marketing concepts, and recommend practical solutions through logical decision-making.  |
|     |                                       | Practical Solution, Justification & Application of Concepts                  | 10    | Defends arguments confidently with professional communication and logical justification.                                                                    |
| 3   | <b>Case Study</b>                     | Identification and Analysis of the Case Problem                              | 10    | Builds analytical and decision-making skills by evaluating business situations and proposing appropriate marketing strategies based on practical scenarios. |
|     |                                       | Recommendations, Decision Making & Application of Concepts                   | 10    |                                                                                                                                                             |
| 4   | <b>Minor Project &amp; VIVA</b>       | Field Investigation, Data Collection & Project Report                        | 10    | Develops practical marketing insights through field observation, data collection, and the ability to relate real-world practices with theoretical concepts. |
|     |                                       | Viva Performance (Understanding of Findings, Practical Learning & Responses) |       |                                                                                                                                                             |
| 5   | <b>Quiz</b>                           | Earns 0.5 Marks on each correct answer.                                      | 20    | Tests subject knowledge by confidently answering marketing concepts and responding to questions with clarity.                                               |

