

Part B

Programme: Bachelor of Commerce Accounting & Finance (Semester III)

Code of the Course/Subject	Title of the Course/Subject	Total Number of Periods
BAF-33	Marketing Management	75

Course Outcome:

1. To understand the various Concept of Marketing Management and Marketing Mix.
2. To understand the Concept of Product, Branding and new product development.
3. To understand the concept of Pricing Polices and pricing mix strategies.
4. To understand Marketing Channel and its Co-operation.
5. To understand the concept of Promotion and its tools.

Unit	Contents	No. of Periods
UNIT-I	Introduction to Marketing and Marketing Management, Marketing Concepts - Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behaviour - Market segmentation and targeting and positioning.	13
UNIT-II	Product Decisions - concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle.	13
UNIT-III	Price Decisions - Pricing objectives - Pricing policies and constraints - Different pricing method - new product pricing, Product Mix pricing strategies and Price adjustment strategy.	13
UNIT-IV	Place/Channel Decision - Nature of Marketing Channels – Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels - Channel co-operation, conflict and competition – Retailers and wholesalers.	13
UNIT-V	Promotion Decision - Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising - Advertisement effectiveness - Sales force Decision.	13
UNIT-VI	Skills Enhancement Module: 1. Analyze the marketing mix for vegetable and fruits market. 2. Analyze the marketing mix for Local Service Industries. 3. Analyze the marketing segmentation for vegetable and fruits market. 4. Analyze the marketing segmentation for Local Service Industries.	10

Books Recommended:

1. Marketing Management Text and Cases, K.S. Chandrasekar, Tata McGraw-Hill Publication, New Delhi.2010
2. Marketing Management Concepts Cases, challenges and trends, Govindarajan, Prentice Hall of India, New Delhi. 2009
3. Marketing Management- Analysis Planning and Control, Philip Kotler, Prentice Hall of India, New Delhi,
4. Marketing Management-Planning Implementation and Control, Ramaswamy. V S &Namakumari. S, Macmillan Business Books, New Delhi, 2002.