

Syllabus of B.B.A., LL.B. (Hons.) 2022-23 Batch
COURSE-2.4 Marketing Management

Objectives:

To familiarize with the basic concepts and techniques of marketing management. To understand the behaviour of consumers and to create awareness of marketing mix elements and to analyze and solve marketing problems in the complex and fast changing business environment

UNIT I: Introduction to Marketing:

Meaning and evolution of marketing, Marketing Mix concept; Importance of Marketing; Concept of green marketing - meaning and Importance; Ethics in Marketing.

UNIT II: Consumer Buying Behaviour:

Meaning and Factors affecting consumer behaviour, Consumer decision making process, types of consumers, STP - Identifying market segments, Selecting Target market and developing market positions.

UNIT III: Product Planning and Development

Product Concept; New Product Development and Product life cycle; Product Mix Strategies; Meaning and importance of Branding, Packaging and Labelling; Product USP. Business models - B2C, B2B, C2C, C2B

UNIT IV: Pricing & Marketing Channels

Pricing → Meaning, Pricing process, factors affecting the pricing, different types of pricing strategies.

Marketing Channels: types and importance of marketing channels, factors influencing selection of marketing channels. Retailing and e-tailing.

UNIT V: Promotion

Promotion mix; Advertising & Sales Promotion - Meaning, objectives & types; Public Relation: Meaning & Tools; Digital Marketing - Meaning, Importance Of Digital Marketing, Types of Digital Marketing.

Prescribed Books:

1. Philip Kotler, Marketing Management- Analysis Planning And Control, Prentice Hall of India, New Delhi,
2. K.S. Chandrasekar, Marketing Management Text And Cases, Tata McGraw-Hill Publication, New Delhi. 2010

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1. K.S. Chandrasekar, Marketing Management Text And Cases, Tata McGraw-Hill Publication, New Delhi. 2010
2. Govindarajan, marketing management concepts, cases, Challenges And Trends, Prentice Hall Of India, New Delhi. 2009
3. Ramaswamy. V S & Namakumari. S, Marketing Management-Planning Implementation And Control, Macmillan Business Books, New Delhi, 2002,