

Marketing Management

Program Name – B.Com		Semester – V		
Course Name: Marketing Management		Course Code: MCCC0M301		
Vertical :		Major (Mandatory)		
Periods per week (60 minutes)		04		
Tutorial/Lab Work		-		
Credits		04		
		Duration	Total Marks	Minimum Passing Marks
Evaluation System	End Semester Examination	120 Minutes	60	24
	Continuous Internal Assessment	90 Minutes	40	16

Course Objectives:

1. To develop a comprehensive understanding of core marketing concepts, including its evolution, strategic approaches, and modern technological advancements, while also exploring market segmentation, customer relationship management, and data-driven decision-making.
2. To develop a comprehensive understanding of product and pricing decisions, including product life cycle management, branding, packaging, positioning strategies, and various pricing models to enhance market competitiveness.
3. To develop a strong understanding of marketing decisions, including distribution strategies, promotion techniques, consumer behavior analysis, and sales management for effective market engagement.
4. To explore key marketing dimensions, including ethical practices, competitive strategies, rural and digital marketing trends, and the challenges faced by marketing professionals in the evolving business landscape.

Module	Name	Lectures
1	Introduction to Marketing	15
2	Marketing Decisions - Product & Price	15
3	Marketing Decisions - Promotion & Distribution	15
4	Key Marketing Dimensions	15
	Total	60

R- Remember, U- Understand, A – Apply, AN- Analyze, EV- Evaluate, CR - Create

Module / Unit	Approved Syllabus	Level of Knowledge Applicable as per Blooms Taxonomy
I	<p><u>Introduction to Marketing:</u></p> <p>A. Marketing-Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing, Augmented & Virtual Reality in Marketing, AI in Marketing</p> <p>B. Marketing Information System-Concept, Components; Data Mining- Concept, Importance</p> <p>C. Market Segmentation- Concept, Benefits, Bases of market segmentation; Customer Relationship Management-Concept, Techniques, Market Targeting- Concept, Five patterns of Target market Selection</p>	<p>A)R, U</p> <p>B) R, U</p> <p>C)R, U</p>
II	<p><u>Product & Price:</u></p> <p>A. Product- Product Decision Areas, Product Life Cycle-Concept, managing stages of PLC Branding- Concept, Components, Factors contributing to Success of brands in India with suitable examples, Reasons for failure of brands in India with suitable examples.</p> <p>B. Packaging-Concept, Essentials of a good package, Product Positioning-Concept, Strategies of Product Positioning Service Positioning- Importance & Challenges</p> <p>C. Pricing-Concept, Objectives, Factors influencing Pricing, Pricing Strategies, Subscription-Based & Freemium Pricing Models</p>	<p>A) AN</p> <p>B) A</p> <p>C) A</p>
III	<p><u>Marketing Decisions, Promotion & Distribution:</u></p> <p>A. Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels)</p> <p>B. Promotion- Concept, Importance, Elements of Promotion mix, Performance Marketing</p> <p>C. Consumer Behaviour- Concept, Factors influencing Consumer Behaviour, Neuromarketing & Consumer Psychology</p> <p>D. Sales Management- Concept, Components, Emerging trends in selling, Personal Selling- Concept , Process of personal selling, Skill Sets required for Effective Selling</p>	<p>A)R, U</p> <p>B) R, U</p> <p>C)R, U</p>

IV	<p><u>Key Marketing Dimensions:</u></p> <p>A. Marketing Ethics: Concept, Unethical practices in marketing, Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher Marketing Ethics:</p> <p>B. Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing, Digital Marketing- Concept, trends in Digital Marketing Green Marketing- concept, importance, Marketing Strategies for E-Commerce and Q Commerce, Localization vs. Standardization in International Marketing</p> <p>C. Challenges faced by Marketing Managers in 21st Century Careers in Marketing, Skill sets required for effective marketing.</p>	<p>A) AN</p> <p>B) A</p> <p>C) A</p>
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Course Outcomes:

CO 1: Students will be able to apply core marketing concepts, data-driven decision-making, and modern strategies like AI and CRM to effectively segment, target, and engage markets.

CO: 2: Students will be able to analyze and apply product and pricing strategies, including branding, positioning, and innovative pricing models, to optimize market success.

CO:3: Students will be able to apply distribution, promotion, and sales strategies while leveraging consumer behavior insights to enhance marketing effectiveness.

CO:4: Students will be able to apply ethical marketing practices, competitive strategies, and modern marketing techniques to address industry challenges and global market dynamics.

Books and References

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- Hoffman ,D& Novak, T, (1996), ‘Marketing in Hypermedia Computer-mediated Environments: Conceptual Foundations’, Journal of Marketing, Vol 60(July), pp50-68
- Hoyer, W.D. and MacInnis, D.J. (2001) Consumer Behaviour, 2nd Edition, USA: Houghton Mifflin Company
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- Linneman, R.E. and Stanton, J.L. (1991) Making Niche Marketing Work, New York: McGraw Hill
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- Martin, E. J. (2017). The State of Digital Marketing. *Econtent*, 40(1), 16.
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- Philip Kotler (1987) Marketing: An Introduction. Prentice-Hall; International Editions.
- Ramaswamy, V.S., (2002) Marketing Management, Macmillan India, New Delhi.

Examination and Evaluation Pattern

The examination for the Learners in this course will be held under two heads:

- Continuous Internal Assessment
- End Semester Examination

Type	Continuous Internal Assessment	End Semester Examination
Total Marks	40	60
Minimum Passing Mark	16	24

Continuous Internal Assessment

This is continuous evaluation for 40 marks which would include:

Evaluation type	Marks

Two written tests of 20 marks each.	
Q.1 A) Multiple Choice Questions (any 5 of 6) ----- 5 M B) True / False (any 5 of 6) ----- 5 M	
Q.2 Short Notes (any 2 of 3) ----- 10 M	40

End Semester Examination

- Maximum Marks: 60
- Questions to be set: 04
- Duration: 2 Hours

All Questions are Compulsory Carrying 15 Marks Each

Question No	Particulars	Marks
Q-1	Answer any 2 out of 3	15
Q-2	Answer any 2 out of 3	15
Q-3	Answer any 2 out of 3	15
Q-4	Answer any 2 out of 3	15

Percentage of 6 categories of Blooms Taxonomy in question paper

	Continuous Internal Assessment (40 Marks)		End Semester Examination of 60 Marks						
% in Question Paper	Remember	Understand	Remember	Understand	Apply	Analyze	Evaluate	Create	
	20%	20%	-	30%	15%	15%	-	-	100%