

BBA.LL.B (HONS.) – IV-SEMESTER

MARKETING MANAGEMENT

COURSE CODE:

Course Objectives: The course aims at making students understand concepts, philosophies, processes and techniques of managing the marketing operations of a firm. Students will learn importance of STP in Marketing management, marketing mix decisions, PLC and New product development process, important aspects of Service marketing.

Course Outcomes:

1. Identify factors affecting marketing environment, factors influencing buyer behavior and buying decision process.
2. Implement strategies of segmentation, Targeting and positioning
3. Understand the process of new product development and strategies for managing product life cycle.
4. Sketch strategies for pricing and distribution.
5. Understand key aspects of promotion mix.

UNIT – I: Introduction: Definition, Importance and Scope of Marketing, Core marketing concepts, Elements of Marketing - Needs, Wants, Demands, Consumer, Markets, Consumer Markets and Industrial Markets Marketing Vs Selling, Marketing Environment, steps in marketing research, factors influencing consumer buying behaviour, steps in consumer decision making process.

UNIT – II: Market Segmentation: Segmenting the Market, Benefits of Market Segmentations, Market Segmentation Procedure, and Basis for Consumer/Industrial Market Segmentation. Market Targeting – Introduction, Procedure. Product Positioning - Introduction, Objectives, Usefulness, Differentiating the product, Product Positioning Strategy.

UNIT – III: Product Management: Product Mix Decisions, New Product Development- Concept and Necessity for Product Development, Failure of New Products, New Product Planning and Development Process, Product-Mix and product line, Product Life cycle - Stages and Strategies for Different Stages of PLC.

UNIT – IV: Pricing and Distribution decisions: Pricing Decisions, Pricing Objectives, Policies Methods of Setting Price, Pricing Strategies, Channels of Distribution for Consumer/ industrial Products

UNIT – V: Promotion mix: Marketing Communication: The communication process, promotion mix elements: advertising, sales promotion, Public relations, Direct Marketing, publicity, and personal selling.

Text Books:

1. Rajan Saxena: Marketing Management, 4th Edition, , TMH, 2009.
2. V.S.Ramaswamy, S.Namakumari: Marketing Management, 4th Edition, Macmillan, 2009
3. Phillip Kotler: Marketing Management, 11th Edition, Pearson Publishers, 2011