

B. Com (Hons)
Semester-1
Marketing Management
Course Code-DSC-M 113F
Credit Mark Distribution -04

Lecture 04 Hours

Tutorial –

Practicum –

Unit 1	<p><u>Understanding Marketing Management</u></p> <ul style="list-style-type: none"> • Defining Marketing for the 21st Century • The Importance and Scope of Marketing • What Is Marketing? • What Is Marketed? • Who Markets? • Core Marketing Concepts- Needs, Wants, and Demands • Difference between Selling and Marketing • Value and Satisfaction • Marketing Environment • Marketing in Practice & Marketing in an Age of Disruption- Only Concept • The Production Concept • The Product Concept • The Selling Concept • The Marketing Concept • The Holistic Marketing Concept • Relationship Marketing • Integrated Marketing • Internal Marketing • The New Four Ps Vs Old Four Ps • Marketing Management Tasks 	<p><u>Weightage and Teaching Hours</u></p> <p><u>25%</u> <u>15 Hours</u></p>
Unit 2	<p><u>Connecting With Customers</u></p> <ul style="list-style-type: none"> • Significance of Connecting with Customers • Basic Concept of Building Customer value, Satisfaction, and Loyalty • Customer Perceived Value, Total Customer Satisfaction, 	<p><u>25%</u> <u>15 Hours</u></p>

	<p>Monitoring Satisfaction and Product and Service Quality</p> <ul style="list-style-type: none"> • Factors Influencing Consumer Behaviour- Cultural, Social, Personal, Psychological and Behavioural. • The Buying Decision Process • Calculating Customer Lifetime Value- Building Loyalty, Brand Communities. • The Power of Sensory Marketing – Learning, Emotions and Memory. • Concept of STP (Segmentation, Targeting and Positioning) 	
Unit 3	<p><u>Product and Pricing related Strategies</u></p> <ul style="list-style-type: none"> • Concept of Product- Level of Product and Product Hierarchy • Classification of product • Product Decision – Individual Product Decision (Branding, Packaging, Labelling and Serving), Product Line Decision, Product Mix decision. • Product Life Cycle and strategies • Product Differentiation • Importance and Objectives of Pricing • Factors Influencing Pricing Decisions • Pricing Strategies • Steps in Pricing Procedure. 	<p><u>25%</u> <u>15 Hours</u></p>
Unit 4	<p><u>New Horizons in Marketing</u></p> <ul style="list-style-type: none"> • Event Marketing- Concept of Marketing in Events Management, Importance of Event marketing, Promotion of Events, Event Logistics. • Green and Sustainable Marketing –Meaning & Concept & Evolution of Green Marketing, Types of Green Marketing, Difference between 	<p><u>25%</u> <u>15 Hours</u></p>

	Marketing & Green Marketing, Green Product, Importance of green marketing, Green Marketing Mix, Strategies to Green Marketing.	
--	--	--

Pre-requisite – Student should have primary understanding of the management subject.

Co-requisite- Advertisement, Branding, Consumer Behaviour and Service Marketing, Green Management.

Pedagogical Tools:

- Classroom Lecture
- Problem Solving
- Tutorial
- Group Discussion
- Seminar
- Case Studies
- Role Play
- Field Work
- Industrial Visit

Mode of Evaluation: Evaluation will be divided in two parts.

External: Annual Examination will be conducted by the Gujarat University of 50 Marks (4 Descriptive Questions and 1 MCQ)

Internal: Following Tools for Evaluating performance of the students can be used. Total weightage for the Internal Examination 50 Marks.

- Assignment
- MCQ Test
- Presentation
- Attendance
- Seminar
- Symposium
- Poster Presentation
- Essay type Questions
- Classroom quizzes and exams
- Projects
- Poster presentations of library or laboratory research
- Cooperative experiences
- Portfolios (collections of work)
- Standardized tests both within and across disciplines
- Student journals

- Questionnaires
- Interviews
- Focus groups
- Marketing Fair/Festival
- Marketing Survey (Primary)

Program Outcomes

This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., well trained professionals to meet the requirements.

PO1: After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, over all Administration abilities of the Company.

PO2: Capability of the students to make decisions at personal & professional level will increase after completion of this course.

PO3: Students can independently start up their own Business.

PO4: Students can get thorough knowledge of finance and commerce.

PO5: The knowledge of different specializations in Accounting, costing, banking and finance with the practical exposure helps the students to stand in organization.

Course Objectives:

- To make the student aware of the current marketing Scenario.
- To make the student understand various concepts related to marketing.
- To make students conversant with Green and Sustainable Marketing Practices.
- To make student capable and confident of Applied marketing.

Course Outcome

CO1: Applying the Concept of Marketing in Real life.

CO2: Analyse the role of events in image building and all the steps of planning and organizing an event.

CO3: Strategic marketing and media planning for events.

CO4: Knowledge and ability to identify risk areas, evaluate safety measures & demonstrate the ability to review, analyse events.

CO5: Understand the opportunities, challenges, and issues in designing and implementing green marketing strategies.

FBLD (Flip Blended Learning Design Template)

- Any One Unit from the above syllabus can be discussed by the faculty through online mode.
- Online mode can be SWAYAM MOOC Course or any other suggested by the UGC or Gujarat University.

Taxonomy

College can appoint any one of the Taxonomies to measure the learning outcome.

1. Blooms Taxonomy – Revised
2. SOLO Taxonomy
3. Finks Taxonomy
4. 6Facets Taxonomy

MOOC Courses

Students can learn following syllabus from SWAYAM Platform

- https://onlinecourses.nptel.ac.in/noc22_mg57/preview
- <https://swayam.gov.in/explorer?searchText=marketing+management>

Mapping of Program Outcome and Course Outcome

S- Strong

M- Medium

L- Low

MAPPING	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	M	S	L
CO3	S	S	L	S	S
CO4	M	L	M	L	M
CO5	S	S	S	S	S

References

Author/s	Name of the Book	Publisher	Edition and Year of Publication
Lynn Van Der Wagen and Brenda Carlos.	Event Management	Pearson..	Latest Edition
Anton Shone & Bryn Parry	Successful Event Management – A Practical Handbook		Latest Edition
Dr. K. Karunakaran	Marketing Management – Text and Cases in Indian Context	Himalaya Publishers	Latest Edition
Kotler, Keller, Koshy and Jha	The base book for the course is “Marketing Management, A South Asian Perspective”	Pearson Education	Latest Edition
Ramaswami & Namakumari	Marketing Management: Indian context	Macmillan (India) Limited, New Delhi.	Latest Edition
Baines, Fill & Page	Marketing	Oxford University Press	Latest Edition
Stanton, Etzel, Walker	Fundamental of marketing	McGraw Hill Inc. N. York	Latest Edition
Arun Kumar, N. Meenakshi	Marketing Management,	Vikas Publishing House N. Delhi	Latest Edition
Rajan Saxena	Marketing Strategies	Tata-McGraw Hill	Latest Edition
Panwar J. S.,	Marketing in the New Era	SAGE	Latest Edition
Mazumdar Ramanuj	Marketing Strategies,	Allied Publishers Ltd. New Delhi.	Latest Edition
Joel R. Evans, Barry Berman M.Meera	Marketing Management Green Marketing - Concepts, Literatures and Examples	Cengage Learning Evincepub Publishing.	Latest Edition Latest Edition
Robert Dahlstrom.	Green Marketing Management	Cengage Learning India.	Latest Edition