

3603 - MARKETING MANAGEMENT - I									
Teaching Schedule Per Week			Progressive Assessment	Examination Schedule (Marks)					
Lectures	Practical	Credits		Theory		Practical Ex.	Total		
4	-	4	25	4Hrs.	100	-	125		
Pre-requisite		Source	Semester	Theory	Test	Total	TW	PR	Gr Total
NIL		MOP		75	25	100	25	-	125

**RATIONALE:** This course is aimed at orientation of students to acquaint them with the wide spectrum of marketing domain and its rudiments. It is basic level course.

COURSE CONTENTS		Hrs	Mks
		10	15
<b>1. INTRODUCTION</b> Meaning and definition, Modern concepts, Evolution in concept, Consumer orientation, Marketing environment.		10	15
<b>2. VARIOUS CONCEPTS &amp; TERMS</b> Types of markets, Segmentation of markets, Meaning and types of product; Concept of product life cycle.		6	10
<b>3. MARKETING DECISIONS:</b> Marketing information- Importance of Information, - Marketing research (including only meaning, procedure, steps and types of surveys), - Elements of marketing mix.		6	10
<b>4. SALES FORECASTING</b> Need, Factors influencing sales forecasts, Types of forecasts, Methods of sales forecasting.		12	15
<b>5. PRODUCT PLANNING, PACKAGING &amp; BRANDING</b> Product diversification, Product positioning, New product development, Steps, Idea generation, Screening new ideas, Concept development, Test Marketing, Commercialisation.		5	10
<b>6. PRICING POLICIES</b> Economic concepts in pricing, - Methods based on costs, Break Even Analysis.		5	10
<b>7. PHYSICAL DISTRIBUTION</b> Channels of distribution, - Choice of channel, - Various factors, - Physical distribution Management, - Elements of physical distribution costs.		10	15
<b>8. PRODUCT PROMOTION</b> Objectives & budget, - Forms of promotion, - Publicity, - personnel selling, - Other forms of promotion, Advertising media and their choice - Advertising Agency & its functions.		64	100
<b>Total</b>			

**NOTE:** No individual questions shall be allotted marks beyond, 8-10. Sufficient internal choices shall have to be provided. Attempt should be made to seek short answer of each question.

#### REFERENCE BOOKS:

1. Davar, Rustom, "Modern Marketing Management",
2. Sontaki, C.N, "Marketing Management"
3. Marnosia, C.B, "Marketing Management"
4. Kotler, Philip, "Principles of Marketing" (PHI),
5. Gross, Andrew & Others, "Business Marketing" (Houghton).
6. Kotler & Turner, "Marketing Management" (Prentice-Hall),
7. Robert R. Reader, "Industrial Marketing" (Prentice-Hall),
8. Dholakia, N. & Others, "Marketing Management" (Mac Millan).

ck, David J. "Product Policy & Strategy" (PHI),  
rdon wills & others, "Creating & Marketing New Products," (Crossbey)  
ssarjian & Bennet, "Consumer Behaviour", (PHI),  
ebster & Yorani wind "Organisational Buyer Behaviour" (PHI),  
urenberg & Pyatt, "Consumer Behaviour," (Penguin),  
oward & Sheth, "Theory of Buyer Behaviour" (John Wiley),  
undiff & Others, "Fundamentals of Modern Marketing," (PHI),  
azer & Kelley, "Managerial Marketing," (Richard Irwin),  
amaswamy & Namakumari, "Marketing Management" (Mac Millan),  
derson, W. "Marketing Behaviour" (Richard Irwin),  
licosia, Francisco, "Consumer Decision Processes" (Prentice-Hall),  
Aehta A.C. "Marketing Environment & Concepts", (TMH),  
Jandhi, J.C. "Marketing Management" (TMH),  
neelammegham, S., "Marketing Management & Indian Economy (Vikas)

