

**BACHELOR OF COMMERCE - THIRD SEMESTER
MARKETING MANAGEMENT**

Code: SC3.5

Contact Hours: 56

Credits: 4

Univ Code:

Work load: **4 hours per week**

Evaluation: Continuous Internal Assessment – **30 Marks**
Semester-End Examination – **70 Marks**

Objectives: To study and critically analyse the basic concepts of marketing and to impart the knowledge on recent issues in marketing.

Pedagogy: Combination of lectures, seminars, assignments, special lectures from invited resource persons, etc.

Module 1: **An Overview of Marketing** - Meaning, definition of Marketing and Marketing Management, Classification of Market, Significance and Functions of Marketing– difference between market and marketing, difference between marketing and selling, process of marketing.

Module 2: **Market Segmentation** - Meaning and definitions, benefits, costs, bases for market segmentation, criteria / requisites / essentials of market segmentation. Marketing Mix - an Overview of Marketing Mix, Target marketing.

Module 3: **Product and Product Planning** - Meaning, definition, objectives and components of product planning, product related concepts; meaning, features, product classification, product portfolio, product-line, Product Life Cycle, new product planning and development - meaning, definition, innovation and steps of new product development, reasons for failure of new product, success of new product development.

Module 4: **Channels of Distribution** - Meaning and role of distribution channels, classification of distribution channels and intermediaries, distribution channels, policies and strategies, channel management, conflict and co-operation in distribution channels.

Module 5: **Recent Trends in Marketing** -Customer Relationship Management (CRM) - customer satisfaction, mass marketing v/s target marketing, direct marketing, retail marketing, rural marketing, social marketing, green marketing e-marketing, and niche marketing.

Recommended Books

1. Marketing Management - Philip Kotler
2. Marketing - J.C. Gandhi
3. Marketing Management - T.Ramaswamy
4. Marketing Management - S.A.Sherlekar
5. Marketing Management - ICFAI