



**GITAM INSTITUTE OF MANAGEMENT (GIM)**  
**Gandhi Institute of Technology and Management (GITAM)**  
**(Declared as Deemed to be University u/s 3 of UGC Act. 1956)**  
**Visakhapatnam – 45.**

<b>Course Code: MBG 207</b>	<b>Course Title: Marketing Management</b>	
<b>Semester: III</b>	<b>Course Type: BBA –BA</b>	<b>Credits:3</b>
<b>Home Programme(s): BBA –BA</b>		<b>Batch/Academic Year: 2020-2021</b>
<b>Course Leader: Dr.M.Pratima</b>		

### Course description and learning objectives

Marketing as a subject primarily caters to the consumerist instincts of an individual. The markets are driven by consumer behaviour, which has evolved over time and is much more demanding these days. Consumer satisfaction takes primacy for a business to be successful. This calls for managers to adopt creative and unique marketing strategies to gain competitive advantage. Marketing Management equips managers with the required theoretical knowledge and practical skills to gain insights into the dynamic nature of the markets and then devise ways and means to effectively manage them.

### Learning objectives:

1. To explain the conceptual framework of marketing and its applications in “the real world”
2. To apply marketing concepts to make business decisions under various environmental constraints
3. To illustrate the functionality and application of elements of Marketing Mix
4. To apply concepts of marketing to address problems and opportunities in the new marketing environment
5. To assess the range of common strategies used, with each of the various promotional mix tools.

On successful completion of this course, students will be able to:

	<b>Course Outcomes</b>	<b>Assessment</b>
CO1	Understand issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs	A1, A2,A3
CO2	Get acquainted with the components of marketing mix, stages in new product development A3 & A2	A1. A2,A3
CO3	Analyze the objectives and methods for pricing products and selecting channel members	A3 & A2,A4
CO4	Evaluate the techniques of promotion mix.	A2,A3.A4

### Course outline and indicative content

#### Unit I ( 8) (CO1, CO2, L1 & L2)

Introduction to Marketing – Definition, Nature, Scope, and Importance of Marketing – Core Concepts -Need, Want, Desire, Demand, Value, Exchange; philosophies of Marketing- Product – Production - Sales – Marketing – Societal – Relational marketing Concept of Marketing Myopia. Product Vs service

#### Unit II (8) (CO2, L2 & L3)

Buyers behavior -Factors influencing buyer behavior –five-step buyers decision process - Segmenting, Targeting and Positioning - Concept of Market Segmentation, Bases for Segmenting Consumer Markets, Targeting (T), Positioning (P) Value Proposition and USP

#### Unit III (8) (CO2, CO3, L2, L3 & L4)

Marketing mix: Elements of the marketing Mix – four P’s, extended three Ps of services. Product Decisions: Product Concept -Classification of Products – Product Life Cycle Stages, New Product Development

**Unit IV (8) (CO3, CO4, L3 & L4)**

Pricing and Channels of Distribution: Pricing Objectives – Factors Influencing the Pricing Policy – Pricing Methods, Channels of Distribution: Definition – Nature – Types-Functions and levels of distribution channels

**Unit V (8) (CO3, CO4, L3, L4 & L5)**

Promotion Mix – Importance of Promotion – Managing Advertising – Sales Promotion –Personal Selling and Direct Marketing– Publicity and Public Relations. Integrated Marketing Communication (IMC), Social Marketing

<b>Assessment methods</b>			
<b>Task</b>	<b>Task type</b>	<b>Task mode</b>	<b>Weightage (%)</b>
A1: Mid exam	Individual	Written	20
A2: Coursera	Individual	Presentations / Q&A/Viva	10
A3: Topic Presentation/Case Analysis/ Assignment	Individual /Groups	PPT Presentation/Report	10
A4: End exam	Individual	Written (short/long)	60

**Mapping COs - Blooms levels- Assessment Tools**

<b>Knowledge dimension / Cognitive dimension</b>	<b>L1. Remember</b>	<b>L2. Understand</b>	<b>L3. Apply</b>	<b>L4. Analyze</b>	<b>L5. Evaluate</b>	<b>L6. Create</b>
<b>Factual Knowledge</b>						
<b>Conceptual Knowledge</b>		<b>CO1 (A1)(A3)</b>	<b>CO2 (A3)(A4)</b>			
<b>Procedural Knowledge</b>				<b>CO3(A2&amp;A3)</b> <b>CO4 (A2)</b>	<b>CO5 (A2)</b>	
<b>Meta Cognitive Knowledge</b>						

**Learning and teaching activities**

- Case Analysis
- Situation Analysis
- Brainstorming
- Group Discussion
- Research Project
- Chalk and Talk
- Student Presentations

**Teaching and learning resources**

1. Philip Kotler, Gary Armstrong and Prafulla Agnihotri, Principles of Marketing, Pearson India, 17th Edition. New Delhi: 2018
2. Philip Kotler and Gary Armstrong, Principles of Marketing, Pearson India, Global Edition, 17th Edition. New Delhi: 2017
3. Rajan Saxena, Marketing Management, Tata-McGraw Hill, Fifth Edition New Delhi :2015
4. Ramaswamy and Namakumari -Marketing Management- Indian Context with Global Perspective McGraw Hill Education; India, Fifth Edition, 2017

5. Ramaswamy and Namakumari -Marketing Management- Indian Context -Global Perspective, Sage Publications India Pvt Ltd; Sixth Edition 2018
6. C. B. Gupta and Dr. N. Rajan Nair, Marketing Management: Text and Cases 15th Edition, S. Chand and Sons 2012
7. N Rajan Nair and Sanjith R Nair, Marketing – Revised Edition, Sultan Chand & Sons – Tb, 2017
8. Indian Journal of Marketing
9. GITAM Journal of Management, GIM, GITAM University, Visakhapatnam
10. Vikalpa, IIM, Ahmedabad
11. Management Review, IIM, Bangalore

### **CO PO Mapping**

**This is to map the level of relevance of the Course Outcome (CO) with Programme Outcome (PO).**

**0= No Relevance; 1= Low Relevance; 2= Medium Relevance; 3= High Relevance**

<b>CO PO Mapping</b>							
<b>Internal</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>Sum</b>
<b>C01</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>9</b>
<b>C02</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>14</b>
<b>CO3</b>	<b>3</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>15</b>
<b>CO4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>13</b>
<b>Target Level Max.</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>11</b>	<b>5</b>	<b>8</b>	<b>51</b>

### **BBA (BA) - Program Outcomes**

1. Ability to understand the business problems with their knowledge in different functional areas of management.
2. Integrate with structured, semi – structured and unstructured data.
3. Utilize the tools such as Microsoft Excel, SPSS, R, Weka and Tableau to solve business analytics problems.
4. Ability to apply analytics techniques to analyze and interpret the data.
5. Incorporate the descriptive, predictive and prescriptive analytics.
6. Evaluate the necessary skills and understanding to take up advanced topics in the area of analytics and thus enhance their career prospects.