



Autonomous (2016-17)

Malad Kandivli Education Society's

NAGINDAS KHANDWALA COLLEGE

OF COMMERCE, ARTS & MANAGEMENT STUDIES

AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3rd cycle) by NAAC with 'A' Grade)

ISO 9001 : 2015 Certified

Educational Excellence Award By Indus Foundation, U.S.A.

IMC Ramkrishna Bajaj National Quality Commendation Certificate

New Courses introduced

2017-18 to 2020-21

**DR. (MRS.) ANCY JOSE
PRINCIPAL**



***Syllabus of Courses of
Bachelor of Management Studies (Sports Management)
at Semester II***

5. Marketing Management

Modules at a Glance

Sr. No.	Modules	No. of lectures
Module 1	Introduction to Marketing	15
Module 2	Marketing Research	15
Module 3	Industrial Buying Behaviour	15
Module 4	Pricing	15
	Total	60

Course Objectives

1. To make the students understand the concepts of marketing.
2. To help them understand the marketing environment and consumer behaviour.
3. To help students understand the marketing mix.

Course Outcome

After successful completion of the course the learner will be able to:

CO1 - Recall and Reproduce the various concepts, principles, frameworks and terms related to the function and role of marketing. (Cognitive level: Remember)

CO2 - Identify and remember basic terms related to marketing. (Cognitive level : Remember)

CO3 - Explain the interrelationships between segmentation, targeting and positioning, marketing environment, consumer buying behavior, marketing mix and Product Life Cycle with real world examples. (Cognitive level: Understand)

CO4 - Examine and List marketing issues pertaining to segmentation, targeting and positioning. (Cognitive level : Apply)

Detailed Syllabus

Module	Topics	No. of Lectures
1	Introduction to Marketing	15
	<ul style="list-style-type: none"> ● The 4Ps and Cs of Marketing ● Marketing as an activity, function, and philosophy ● Needs, wants and demand; transactions, transfers and exchanges ● Orientation of a firm: Production concept, product concept; selling concept, and marketing concept New Trends in marketing: E – Marketing, Internet Marketing, and Marketing using social networks Societal Marketing/Relationship Marketing 	
2	Marketing Research	15
	<ul style="list-style-type: none"> ● MIS; & Consumer Behavior: The micro environment of business (management structure; marketing channels; markets in which a firm operates; competitors and stakeholders. ● Macro Environment: political factors; economics; socio economic factors; technological factors (pest analysis) ● Marketing Research: Importance of Marketing Research; Types of Marketing Research; Product Research; sales research; consumer research; promotion research. ● Consumer behavior: basic stimulus response model; influence on consumers decision making process; high involvement and low involvement products; influences on buying behavior: cultural factors, social factors, personal factors, and psychological factors (Maslow’s Hierarchy); ● Methods of sales forecasting 	
3	Industrial Buying Behaviour	15
	<ul style="list-style-type: none"> ● Product and Brand management; STP; Decision making process; ● DMUs and its composition factors influencing purchasing; economic environment; organizational factors; interpersonal characteristics and individual buying characteristics ● Key differences between Consumer and Organizational Buying ● Product and Brand Management Product Management: Core, tangible and augmented products; product decision mix; product line decisions; strategic filing, line modernization decisions, New product development process; idea generation, screening, concept development and testing, marketing market testing, test marketing and 	

	<p>commercialization; product life cycle: introduction, growth, maturity, decline</p> <ul style="list-style-type: none"> ● Brand management: Brand equity; Branding Decisions, brand extension and Brand Portfolios ● Segmentation targeting and Positioning (STP) : Segmentation variables for consumer markets: Geographic , demographic, behavioral, psychographic; segmentation variables for industrial markets; customer location, type of industry, size of the firm, purchase criteria, etc ● Targeting: undifferentiated marketing; single segment and multi segment structures; guidelines for selecting target markets Position Identifying frame of reference; points of parity and points of difference; choosing category membership; product and brand differentiation for identifying of position 	
4	Pricing	15
	<ul style="list-style-type: none"> ● Pricing decisions, channel decisions: promotion mix; strategies; Integrated Marketing Communication; marketing services; ethics in marketing. Pricing decisions: pricing objectives, factors influencing pricing decisions; Types of Pricing: Mark up/ Cost plus Pricing,, perceived value pricing, value pricing, geographic pricing etc; Responding to competitors; Action through price and non-price variables; impact of the Products : stage in the PLC on pricing decisions ● Channel decisions: Types of channels; intensity of distribution, channel conflict and channel management; Retailing importance and types of retail formats, Indian retail scenario ● Promotion mix; Advertising: importance and scope; Sales promotions: objectives, consumer promotions; PR and Publicity; Personal Selling: recruitment, selection, training, motivation and evaluation, selling sales rep. Integrated marketing communication: Definition of target audience; determining communication objectives, designing communication and selection of channels ● Marketing Services: Characteristics of services, ways of improving services, delivery, managing service maturity Ethics in marketing ● Advertising standards Council of India, code of ethics in advertising; Promotion to children; unfair practices in marketing. 	

Reference Books:

1. Marketing Management: A South Asian Perspective Kotler, Keller, Koshy and Jha, Pearson/ Prentice Hall
2. Marketing Concepts and Cases Etzel, Stanton, Walker and Pandit Tata Mcgraw Hill
3. Marketing Management Russel S. Winer, Pearson Education
4. Principles of Marketing Kotler Boone Thomson
5. Marketing Management S H HKazmi Excel
6. Marketing Management Kerin Hartley Tata Mcgraw Hill
7. Marketing Management Ramaswamy and Namakumari Macmillan India
8. Peterson Marketing Strategic Problems Roger Kerin/ Robert A Prentice Hall
9. Marketing Roger A Kerin, Steen W. Harley Tata Mcgraw Hill
10. Marketing Planning and Strategy Thomson