

FUNDAMENTALS OF MARKETING MANAGEMENT

Core Course

52 Hours Theory - 4 Credits

Course Code: 030030301

Total No. of Units: 4

Course Objective:

To acquaint the students with the concepts of marketing management.

Course Outcome:

Students will be able to develop, evaluate and design marketing strategy for any product.

	SECTION-I		No. of Hours Required
Unit-1	Introduction [Total Hours 13]		13
[Weightage 25%]	1.1	Meaning and definition of: <ul style="list-style-type: none"> • Market, Marketing, Marketing Management and Selling 	
	1.2	Difference between Marketing and Selling	
	1.3	Philosophy of Marketing – <ul style="list-style-type: none"> • Production Concept • Product Concept • Selling Concept • Marketing Concept • Customer Concept • Societal Marketing Concept 	
	1.4	Types of Market	
	1.5	Core Marketing Concepts: Need, Want, Demand, Value, Cost, Satisfaction, Exchange	
	1.6	Process of Marketing	
	1.7	Scope of Marketing	
	1.8	Importance of Marketing	
Unit-2	Understanding Consumer [Total Hours 13]		
[Weightage 25%]	2.1	Meaning and Definition of Consumer & Customer	
	2.2	Difference between Consumer and Customer	
	2.2	Concept of Consumer buying behaviour	
	2.3	Characteristics of Consumer: <ul style="list-style-type: none"> • Social, Demographic, Geographic and Income 	
	2.3	Factors Affecting Consumer Behaviour	
	2.4	Buying Behaviour Process (Five Steps)	
	2.5	Consumer behaviour Model	
	2.6	Case Study	

	SECTION-II		No. of Hours Required
Unit-3	Product and Pricing		[Total Hours 13]
[Weightage 25%]	3.1	Product	[Total Hours 07]
	3.1.1	Concept and Level of Product, Product Line and Product Mix: Length, Width, Depth and consistency	07
	3.1.2	Concept of Product Life Cycle and Marketing Strategy	
	3.1.3	Meaning of Brand & Brand Equity	
	3.1.4	Objectives & Functions of Packaging and Labelling	
	3.2	Pricing	[Total Hours 06]
	3.2.1	Objectives of Pricing	06
	3.2.2	Factors Affecting Pricing Decision	
	3.2.3	Different Methods of Pricing: Cost, Demand, Competition, and Discriminatory Pricing	
	3.2.4	Setting price policy / Process of Pricing	
Unit-4	Place and Promotion		[Total Hours 13]
[Weightage 25%]	4.1	Place (Distribution)	[Total Hours 07]
	4.1.1	Concept of Channels	07
	4.1.2	Channels of Distribution and their Functions	
	4.1.3	Levels of Channels of Distribution	
	4.1.4	Factors Affecting Choice of Channels of Distribution	
	4.1.5	Retailing and Whole Selling: Meaning and Marketing Decisions	
	4.1.6	Major Activities Involved in Physical Distribution	
	4.2	Promotion	[Total Hours 06]
	4.2.1	Meaning of Promotion Mix (Marketing Communication Mix)	06
	4.2.2	Developing Effective Communication	
4.2.3	Promotional Tools		

Text Book:

Kotler, Philip. *Marketing Management*. New Delhi: Prentice Hall India, 2009.

Reference Book:

Bhagavati and R.S.N Pillai. *Modern Marketing Management*. New Delhi: S. Chand Publication, 2005.