

**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.

|                        | <b>SECTION-I</b>                               |   | <b>No. of Hours Required</b> |
|------------------------|--|---|------------------------------|
| <b>Unit-1</b>          | <b>Introduction [Total Hours 13]</b>           |   | <b>13</b>                    |
| <b>[Weightage 25%]</b> | 1.1  | Meaning and definition of: <ul style="list-style-type: none"> <li>Market, Marketing, Marketing Management and Selling</li> </ul>  |                              |
|                        | 1.2  | Difference between Marketing and Selling  |                              |
|                        | 1.3  | Philosophy of Marketing – <ul style="list-style-type: none"> <li>Production Concept</li> <li>Product Concept</li> <li>Selling Concept</li> <li>Marketing Concept</li> <li>Customer Concept</li> <li>Societal Marketing Concept</li> </ul> |                              |
|                        | 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   |                              |
| <b>Unit-2</b>          | <b>Understanding Consumer [Total Hours 13]</b> |   | <b>13</b>                    |
| <b>[Weightage 25%]</b> | 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"> <li>Social, Demographic, Geographic and Income</li> </ul>   |                              |
|                        | 2.3  | Factors Affecting Consumer Behaviour  |                              |
|                        | 2.4  | Buying Behaviour Process (Five Steps)   |                              |
|                        | 2.5  | Consumer behaviour Model  |                              |
|                        | 2.6  | Case Study  |                              |

|                        | <b>SECTION-II</b>                           |  | <b>No. of Hours Required</b> |
|------------------------|---|--|------------------------------|
| <b>Unit-3</b>          | <b>Product and Pricing [Total Hours 13]</b> |  |                              |
| <b>[Weightage 25%]</b> | <b>3.1</b>                                  | <b>Product [Total Hours 07]</b>  | <b>07</b>                    |
|                        | 3.1.1                                       | Concept and Level of Product, Product Line and Product Mix: Length, Width, Depth and consistency |                              |
|                        | 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  |                              |
|                        | <b>3.2</b>                                  | <b>Pricing [Total Hours 06]</b>  | <b>06</b>                    |
|                        | 3.2.1                                       | Objectives of Pricing  |                              |
|                        | 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  |                              |
| <b>Unit-4</b>          | <b>Place and Promotion [Total Hours 13]</b> |  |                              |
| <b>[Weightage 25%]</b> | <b>4.1</b>                                  | <b>Place (Distribution) [Total Hours 07]</b>   | <b>07</b>                    |
|                        | 4.1.1                                       | Concept of Channels  |                              |
|                        | 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   |                              |
|                        | <b>4.2</b>                                  | <b>Promotion [Total Hours 06]</b>  | <b>06</b>                    |
|                        | 4.2.1                                       | Meaning of Promotion Mix (Marketing Communication Mix)   |                              |
|                        | 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.