### Veer Narmad South Gujarat University

#### 304–Marketing Management

###### Second Year BBA(Semester3) With Effect from June2020

Objective of the course:

* + To familiarize students with the marketing function in organizations. It shall equip the students with understanding of the Marketing Mixelements.
  + To sensitize certain emerging issues in Marketing. The course shall use and focus on Indian experiences, approaches andcases.

Pedagogy

Lectures, Power Point Presentation, Discussion, and case study

**Course Content**

**Unit 1 IntroductionofMarketing (25%)**

Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, Selling concept, Marketing concept, Holistic marketing concept. Marketing Environment: Demographic, economic, political, legal, socio cultural, technological environment (Indian context), Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets, Targeting and Positioning Variables

Unit 2:BuyingBehaviour (25%)

A) Consumer Buying Behaviour: Meaning, Factors affecting consumer behaviour, buying behaviour process (five steps).

1. Industrial Buying Behaviour: Meaning, Difference between Consumer markets Vs. Industrialmarket,FactorsaffectingIndustrialbuying,Buyingbehaviourprocess(eightsteps)

Unit 3:MarketingMix (30%)

**Product Decisions:** Definition, Product Classification, Product Line Decision, Product Mix Decision, Concept of Product Life Cycle (PLC), PLC marketing strategies, Packaging &Labelling.

**Pricing Decisions:** Determinants of Price, Pricing Methods (Non-mathematical treatment), Discriminatory pricing

**Promotion Mix:** Promotional Mix Tools, Developing effective communication (eight Steps)

**Place (Marketing Channels):** Channel functions, Channel Levels, Types of Intermediaries: Types of Retailers& Their Marketing Decisions, Wholesalers& Their Functions, Marketing- Logistics Decisions.

Unit 4: Introduction toDigitalMarketing (20%)

Evolution of Digital Marketing from traditional to modern era, Role of Internet, Emergence of digital marketing as a tool, Drivers of the new marketing environment, Digital marketing strategy, P.O.E.M. framework, Digital landscape, Digital marketing plan, Digital marketing models, Introduction to social media marketing, penetration & characteristics.

Suggested Readings:

* 1. Kotler, P. & Keller, K. L., Marketing Management,Pearson.
  2. Kotler, P., Armstrong, G., Agnihotri, P. Y., Principles of Marketing: A South Asian Perspective,Pearson.
  3. Ramaswamy, V.S. & Namakumari, S., Marketing Management, Global Perspective-Indian Context, Macmillan Publishers IndiaLimited.
  4. Zikmund, W.G. & D’ Amico, M., Marketing Management, Ohio South-Western CollegePublishing.
  5. Seema Gupta, Digital Marketing, McGraw Hill, 1stEdition -2017
  6. Ian Dodson, The Art of Digital Marketing, Wiley India, LatestEdition
  7. Puneet Singh Bhatia, Fundamentals of Digital Marketing, Pearson 1stEdition - 2017
  8. VandanaAhuja, Digital Marketing Oxford University, Press LatestEdition
  9. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley2017
  10. Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Debra Zahay, Mary Lou Roberts, Social Media Marketing, A Strategic Approach, Cengage, LatestEdition
  11. Online resource for Digital Marketing:SWAYAM