

Veer Narmad South Gujarat University

Marketing Management II

S.Y. B.B.A., Semester IV

Effective from December 2012

Objectives:

To sensitize students to the different orientations of marketing and help them assimilate philosophy of Marketing, so as to better approach process of Marketing Management.

Pedagogic Tools:

Lectures, assignments, Case studies, Practical examples from corporate & business world, projects & presentations.

Course Content:

1. **Introduction to Marketing Mix**
Meaning, Elements of Marketing Mix
2. **Product** 30
Concept-levels, classification, Product line and Product Mix, Concept of Product life cycle (PLC) and Marketing strategies,
Objectives and functions of Packaging and Labeling
3. **Pricing** 15
Objectives and Importance and factors affecting pricing decisions, Steps in Pricing,
Price Discounts and allowances, Discriminatory pricing
4. **Place(Distribution)** 30
Meaning, Importance and Functions, Levels, of channel of Distribution, Types of intermediaries, Factors affecting choice of channel of distribution, Channel Management Decisions, Retailing and Wholesaling- Meaning and Marketing strategy
Physical Activities involved in Distribution system (Logistics)
5. **Promotion** 25
Meaning of Promotion, Elements of Promotion Mix, Meaning, Role/Importance of Integrated Marketing Communication, process of effective Integrated Marketing Communication

Note: At least 20% of the question paper should carry case study or applied questions.

1. Marketing Management: : Philip Kotler, Kevin KELLER, Abraham Koshy, Mithileshwar Jha.
Pearson
2. Marketing Management : Ramaswamy and Namakumari, 4th Edition, Mcmillan

3. Marketing Management: : Etzel and Others
4. Marketing Management : Rajan Saxena

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