

Veer Narmad South Gujarat University

Marketing Management I

S.Y. B.B.A., Semester III

Effective from June 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 20

Introduction to market, marketing and Marketing Management; Importance of Marketing; Marketing Orientations – Production, Product, Selling, Marketing, Holistic Marketing ; Core Marketing Concepts (Need, Want and Demand; Value and Satisfaction; Offerings and Brands; Supply Chain; Marketing Environments), marketing management process.

2. Buying Behaviours 30

A) Consumer Buying Behaviour

Meaning – Buying behaviour, Factors affecting consumer behaviour, Buying behaviour process.

B) Industrial Buying Behaviour

Meaning, Difference between consumer market vs. Industrial market, factors affecting industrial buying, buying behaviour process.

3. Segmentation, Targeting and Positioning 30

A. **Segmentation:** Meaning, Levels of marketing Segmentation, Procedure of Market Segmentation, Bases of Segmenting Consumer and Industrial Market.

B. **Targeting:** Market Targeting (Evaluating & selecting the market segment), Segment-by-segment invasion plan.

C. **Positioning:** Definition, Differentiation variables (product, Services, Personnel, Channel, Image), Points of Difference and Points of Parity.

4. Marketing Evaluation and Control. 20

Control Process, Annual-Plan Control, Profitability control, assigning functional expenses to Marketing, Marketing Audit.

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 Tata Mcgrow hill
4. Marketing Management : Rajan Saxena Tata Mcgrow hill