

**GUJARAT UNIVERSITY
SYLLABUS FOR S.Y BBA
SEMESTER III**

**CORE COURSE – 201 INTRODUCTION TO MARKETING
MANAGEMENT**

Introduction: The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. This knowledge is continuously evolving and newer trends are constantly emerging. Now it has become utmost necessary for everyone to have knowledge of this field.

Objective: This subject is designed to provide a basic understanding of the subject of marketing management to the students. What marketing management is? How it has evolved during the time? What can be marketed and How it can be marketed?

The second part of the same subject (offered in the fourth semester) will throw light on the variables of marketing mix and the marketing strategies related to it.

Total Hours : 40

Number of credits: 3

Lectures per week: 3 of one hour each

Unit	Weightage
Unit-I	25%
Unit-II	25%
Unit-III	25%
Unit-IV	25%
Total	100%

UNIT I: Introduction to Marketing (10Hours)

- E) Scope and Importance
- F) Core Marketing Concepts
- G) Marketing as a Function
- H) Marketing Orientations or Concepts
- I) Difference between Selling & Marketing
- J) Marketing Process
- K) Marketing Mix

- Developing the Marketing Mix
- The Role of Marketing Mix in Marketing Planning and Marketing Strategy
- Choosing the Optimum Marketing Mix

UNIT II: Market Segmentation, Targeting and Positioning (10 Hours)

- L) What is Market Segmentation?
- M) Benefits of Segmentation
- N) Bases of Segmentation
- O) Target Marketing
 - Positioning

UNIT III: Buyer Behaviour and Marketing Research (10 Hours)

- What is Buyer Behaviour?
- Meaning and Importance
- Buyer Behaviour Models
- Buying Characteristics Influencing Consumer Behaviour
- Buyer Decision Making Process (including Buying Roles and Types of Buyer Behaviour)
- Factors Influencing Organizational Buyers

UNIT IV: Marketing Research and Marketing Information Systems (MkIS)(10 Hours)

- P) Definition of Marketing Research
- Q) Objectives and Importance of Marketing Research
- R) Process of Marketing Research
- S) Applications of Marketing Research
- T) Limitations of Marketing Research
- U) Introduction of MkIS
- V) Components of a MkIS

Text Book :

1. Marketing Management; Dr. K.Karunakaran, Himalaya Publishing House, 2009 Edition.

Reference Books:

1. Marketing Management, 13th Edition: A South Asian Perspective, Abraham *Koshy* and Mithileshwar *Jha*, Philip *Kotler* and Kevin Keller.
2. Marketing Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill.
3. Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.

Topics for assignments:

- C) Ten entities that can be marketed.
- D) Difference between product and service.
- E) Holistic Marketing Concept.
- F) Bases of Segmentation for the following products: Books, Shoes, Mangal sutra, Broom, Printer, Cosmetic Lenses, Ready made Furniture (Full Bed Room Set) and Pen drive.

Suggested topics for seminars and presentations:

- C) Consumer buying behaviour for consumer durables, two wheelers and digital products. (Any two products)
- D) Societal marketing by local/state/central government of India.
- E) Product line and product mix of any one company.
- F) Target market of any 3 companies in/for last 5 years.

