

## MARKETING MANAGEMENT

Sem	Subject code	Category	Lecture		Theory		Credit
			Total Hrs	Hrs per week	Total Hrs	Hrs per week	
V		Core paper – XIV	90	6	90	6	4

### Course Objective:

1. Marketing management understanding the concepts of scope, functions and market segmentation.
2. To know about marketing mix strategies.

### COURSE OUTCOMES:

**On Successful completion Of the Course the student will be able:**

CO Number	CO Statement	Knowledge level(K1-K4)
<b>CO1</b>	To exhibit basic fundamental concepts of marketing	<b>K2</b>
<b>CO2</b>	To know about the consumer behavior, their buying motives and market segmentation.	<b>K3</b>
<b>CO3</b>	To understand of first element of marketing mix about product.	<b>K3, K4</b>
<b>CO4</b>	To learn about the pricing strategy and channel of distribution.	<b>K3,K4</b>
<b>CO5</b>	To apply and promote the product to public.	<b>K3,K4</b>

**K1 – Remember; K2 – Understand; K3 – Apply; K4 –Analyze**

### MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5	PO 6
<b>CO1</b>	S	S	M	S	M	S

<b>CO2</b>	M	S	S	M	S	M
<b>CO3</b>	S	S	M	S	S	S
<b>CO4</b>	M	S	S	S	M	S
<b>CO5</b>	S	M	S	S	S	M

**S – Strong ;**

**M – Medium;**

**L – Low**

## **UNIT-I MARKETING FUNDAMENTALS**

**20**

**hrs**

**Fundamentals of Marketing** : Nature – Functions - Role of Marketing –Key concepts in marketing – Recent trends in marketing - Relationships of Marketing with other functional areas –Concept of marketing mix- Marketing approaches- Difference between marketing and selling -Various Environmental factors affecting the marketing functions.

## **UNIT- II BUYER BEHAVIOUR**

**15**

**hrs**

**Buyer Behavior** : Buying motives- Buyer Behavior Model- Factors influencing buyer Behavior . **Market segmentation** : Need and basis of segmentation – Marketing strategy – segmentation- Targeting – positioning

## **UNIT- III SALES FORECASTING AND PRODUCT**

**15**

**hrs**

**Sales Forecasting** : Various methods of sales Forecasting . **The Product:** Characteristics - Benefits – Classifications of Goods - Consumer goods - Industrial goods – New product development process - Product Life Cycle – product line and product mix decisions - Branding – packaging – Labelling.

**UNIT- IV PRICING AND PHYSICAL DISTRIBUTION****20****hrs**

**Pricing** : Factors influencing pricing decisions - pricing objectives - Kinds – pricing policies and procedures – pricing strategies – **physical distribution** : Importance of various kinds of marketing channels -Distribution problems- salesman motivation – compensation – Control.

**UNIT -V PROMOTION****20****hrs**

Promotion – Advertising – Publicity – Public relations – Personal Selling – Direct selling – Sales Promotion.

**Distribution of marks: Theory 100% and problem 0%**

**Text Books:**

<b>S.NO</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
1	Ramasamy and Namakumari	Marketing Management	MacMillan Ltd.	2016
2	Philip Kotler	Marketing Management	Prentice – Hall of India	2018
3	C.B.Gupta & Rajan nair	Marketing Management	Sultan chand & sons	2014

**Reference Books:**

<b>S.NO</b>	<b>Authors</b>	<b>Title</b>	<b>Publishers</b>	<b>Year of publication</b>
1	Saxena	Marketing Management	Tata McGraw Hill Pub.	2016
2	Rajan Nair	Marketing	Sulthan chand & sons	2010

**TEACHING METHODOLOGY :**

1. Chalk & Talk
2. Lecture
3. Seminar
4. Assignment
5. Chart preparation
6. PPT
7. Group Discussion
8. You tube class
9. Case study
10. Role play

**SYLLABUS DESIGNER**

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