

Subject Code: 1CM1010502

Subject Title: Marketing Management Practices

Course Objective: To impart practical knowledge about the various aspects of marketing management and to make them understand the real application of theory in corporate sector.

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)		
Lecture	Tutorial	Practical	Credit	University Assessment	Institutional Assessment	Total
3	0	0	3	70	30	100

Subject Contents

Sr. No	Topic	Total Hours	Weight (%)
1	Marketing Environment: <ul style="list-style-type: none"> Definition of Marketing Environment, Internal Environment and External Environment, Micro Environment and Macro Environment. Marketing Research (MR): <ul style="list-style-type: none"> Definition of Marketing Research, Importance, Scope of Marketing Research, Data (Primary data and Secondary data), Methods for data Collection. 	9	25%
2	Product & Product Innovations: <ul style="list-style-type: none"> Definition of Product, Characteristics of Product, Product Classification/ Types of Product, Definition/ Meaning of Product Innovation, Types of Product Innovation, Meaning of Product Life Cycle (PLC), Stages of Product Life Cycle. 	9	25%
3	Marketing Channel: <ul style="list-style-type: none"> Definition of Marketing Channel. Types of Marketing Channel (Direct Channel and Indirect Channel). Functions or Services of Marketing Channel. Factors affecting Marketing Channel Selection. Sales Promotion: <ul style="list-style-type: none"> Definition of Sales Promotion. Characteristics of Sales Promotion. Importance of Sales Promotion. Sales Promotion Methods. 	9	25%
4	Elements of Retailing: <ul style="list-style-type: none"> Definition of Retailing, Reasons for the fast growth of retail companies in India, Key Elements of Retailing, Evolution stages of retail format, Key decisions areas in retailing, Classification of Retail Formats. 	9	25%

Reference Books:

1. Dr.R.B.Rudani, Basics of Marketing Management (Theory and Practice), S.Chand & Company, New Delhi.
2. Kotler Philip, Marketing Management, the millennium edition, 10th edition, Eastern Economy Edition.
3. Kumar, Marketing Management, Kumar Prakashan, Ahmedabad
4. Patel R.C. Marketing Management, Veer Narmad South Gujarat University
5. Rana T.J. and Others, Marketing Management, B.S.Shah Prakashan, Ahmedabad