

Subject Code: 1CM1010202

Subject Title: Basics of Marketing Management

**Course Objective:** To make the student familiar with theoretical knowledge of different marketing concepts and its applications in market place.

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

**Subject Contents**

Sr. No	Topic	Total Hours	Weight (%)
1	<b>Introduction to Marketing:</b> <ul style="list-style-type: none"> <li>• Definitions of Market, Marketing, Marketing Management.</li> <li>• Importance or Role of Marketing.</li> <li>• Scope of Marketing Management.</li> <li>• Marketing Concepts: <ul style="list-style-type: none"> <li>➤ The Production Concept.</li> <li>➤ The Product Concept.</li> <li>➤ The Selling Concept.</li> <li>➤ The Marketing Concept.</li> <li>➤ The Societal Concept.</li> </ul> </li> <li>• Marketing Mix.</li> <li>• Recent Trends in Modern Marketing.</li> </ul>	9	25%
2	<b>(A) Consumer Behaviour:</b> <ul style="list-style-type: none"> <li>• Definition of Consumer Behaviour.</li> <li>• Factors affecting Consumer Behaviour.</li> <li>• Buying Behaviour Process/ Stages of Consumer Behaviour.</li> </ul> <b>(B) Market Segmentation:</b> <ul style="list-style-type: none"> <li>• Meaning of Market Segmentation.</li> <li>• Objectives of Marketing Segmentation.</li> <li>• Bases of Marketing Segmentation.</li> </ul>	9	25%
3	<b>(A) Pricing Decisions:</b> <ul style="list-style-type: none"> <li>• Meaning of Pricing.</li> <li>• Objectives of Pricing.</li> <li>• Factors affecting pricing decisions.</li> <li>• Pricing Methods.</li> </ul> <b>(B) Advertising Decisions:</b> <ul style="list-style-type: none"> <li>• Meaning of Advertising.</li> <li>• Characteristics of Advertising.</li> <li>• Objectives of Advertising.</li> </ul>	9	25%

	<ul style="list-style-type: none"> <li>Advertising Media.</li> </ul>		
4	<p><b>(A) Marketing Research:</b></p> <ul style="list-style-type: none"> <li>Definition Marketing Research.</li> <li>Objectives of Marketing Research.</li> <li>Scope of Marketing Research.</li> <li>Brief idea about Primary data and Secondary data</li> </ul> <p><b>(B) Rural Marketing:</b></p> <ul style="list-style-type: none"> <li>Concept of Rural Marketing.</li> <li>Characteristics of Rural Marketing.</li> <li>Reasons responsible for Rural Marketing Boom.</li> </ul>	9	25%

**Reference Books:**

1. Dr. R.B Rudani, Basics of Marketing Management, S.Chand & Company Ltd.
2. Philip Kotler, Marketing Management, Millennium Edition- Prentice Hall of India Private Limited.
3. Fundamental of Marketing Management, Sudhir Prakashan, Ahmedabad.