

Subject Code:1MS1010302

Subject: Marketing Management – I

1. Course Objectives:

- To facilitate understanding of the conceptual framework of marketing.
- To understand the role and functions of marketing within an organization, learn key marketing concepts, theories and techniques for practical studies.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)			
				University Assessment		Internal Assessment	
				Theory	Practical	Theory	Practical
4	-	-	4	70 Marks	-	30 Marks	-

1. Syllabus:

Module No.	Contents	Total Hours	Weight
1	Introduction: Meaning of Market, Types of Market, Origin of Marketing, Marketing, Definition, Nature and Scope, Concepts, Significance. Types of Marketing, Telemarketing, E-marketing, Service marketing, Rural marketing, Role and functions of marketing manager	12	25%
2	Product and Pricing decisions: Product Concept, Product market strategies, Product mix, Development of new product stages including marketing test product, Product life cycle, Pricing decision: What is price? - Objectives of pricing, Significance of Price factor,	12	25%
3	Place (Distribution) Decisions: Objective, Types of channels, Nature of intermediates in channel, Factors affecting choice of channel.	12	25%

4	Promotional decisions: What is Promotion? , Promotion mix, Sales promotion, Use and objectives of sales promotion, What is Advertising? - Objectives, Features of advertizing Concept of Publicity, Personal Selling - Importance, Personal selling and Product promotion.	12	25%
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2. Suggested Readings

Books:

1. Marketing Management by Philip Kotler, Pearson prentice Hall, New Delhi
2. Marketing Management by S.A. Sherlekar, Himalaya Publication house, Mumbai.
3. Fundamentals of Marketing Management by Prof.S.A.Sherlekar and R. Krishnamurthy, Himalaya Publication house, Mumbai.
4. Basics of Marketing management by Dr. R. B. Rudani, S.Chand & Company Ltd, New Delhi.