

Branch Name:	B.Com
Program Code:	2CM101
Course Name:	Marketing Management Practices
Course Code:	2CM1010502
Pre-requisite Course:	Basic knowledge regarding marketing.

Course Objectives:

1. To impart practical knowledge about the various aspects of marketing management and to make them understand the real application of theory in corporate sector.
2. To understand different distribution channel for product distribution.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
3	--	-	3	70	30	-	-	100

Subject Contents:

Sr. No	Topic	Total Hours	Weightage (%)
1	Marketing Environment: - Definition of Marketing Environment, Internal Environment and External Environment, Micro Environment and Macro Environment. Marketing Research (MR): - 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: 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: - 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: - Definition of Sales Promotion. - Characteristics of Sales Promotion. - Importance of Sales Promotion. - Sales Promotion Methods.	9	25%
4	Marketing information system:- - Meaning of MIS - Components of MIS - Benefits of using Marketing information system. Marketing of services:-	9	25%

	• Meaning of services • Causes leading to services boom in India • Features of services • Classification of services		
--	---	--	--

Text 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.

Reference Books:

1. Kumar, Marketing Management, Kumar Prakashan, Ahmedabad
2. Patel R.C. Marketing Management, Veer Narmad South Gujarat University
3. Rana T.J. and Others, Marketing Management, B.S.Shah Prakashan, Ahmedabad

List of Open Source Software/learning website:

1. <https://www.youtube.com/watch?v=RPrtQWGch5o>
2. https://www.youtube.com/watch?v=QU9Zf_viy4

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To understand the concepts of marketing and marketing environment.	2 Understanding
CLO2	To describe the classification of product and its strategies in different levels.	1 Remembering
CLO3	Explain and Outline different tools of sales promotion in marketing.	4 Analyzing 1 Remembering 2 Understanding
CLO4	Make importance of research in marketing and their scope of marketing in research	2 Understanding 1 Remembering
CLO5	Describe Marketing information system and its components in marketing	1 Remembering 2 Understanding
CLO6	Explain concepts of services and classification of services.	2 Understanding 1 Remembering

Mapping of CLOs with POs & PSOs

Course Learning Outcomes (CLOs)	Program Outcomes (POs)	Program Specific Outcomes (PSOs)

	P01	P02	P03	P04	P05	P06	P07	PS01	PS02
CLO1	H			M				L	
CLO2		L				L			
CLO3			L			H			M
CLO4	M			M			L		
CLO5		H			M			M	
CLO6	M			L			L		

H: High, M: Medium, L: Low