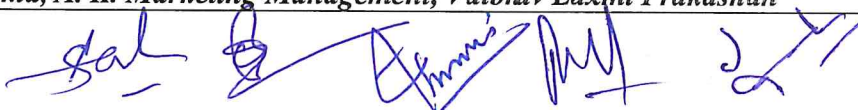


FOUR YEAR UNDERGRADUATE PROGRAM(2024–28)
Department of Commerce and Management

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration <i>(Certificate / Diploma / Degree/Honors)</i>		Semester–III	Session: 2024-2026
1	CourseCode	BBSE -01	
2	CourseTitle	Elective C – Marketing Management	
	CourseType	Discipline Specific Elective (DSE)	
4	Pre-requisite(if,any)	<i>Asperrequirement</i>	
5	CourseLearning Outcomes(CLO)	<ul style="list-style-type: none"> ➤ <i>Learning the nature and scope of Marketing</i> ➤ <i>Develop an explanation of various Marketing Philosophies and Marketing Environment.</i> ➤ <i>Develop an strategy of decisions concerning 4 P's and contemporary issues in Marketing.</i> 	
6	CreditValue	4Credits	<i>Credit=15Hours-learning&Observation</i>
7	TotalMarks	Max.Marks: 100	MinPassingMarks: 40
PART-B: ContentoftheCourse			
TotalNo.of Teaching–learningPeriods(01 Hr.perperiod)– 60Periods(60 Hours)			
Unit	Topics(Coursecontents)		No.of Period
I	Marketing: Meaning, Definition, Concepts of Marketing; Approaches to Marketing; Functions of Marketing; Recent trends in Marketing; E-business; Tele-marketing; M-Business; RelationshipMarketing, Concept Marketing; Digital Marketing; Social MediaMarketing; and E-tailing (Meaning only).		15
II	Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle :strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates.-		15
III	Channel of Distribution: Nature, functions, and types of DistributionChannels; Distribution Channel Intermediaries; Channel Managementdecisions; Retailing and Wholesaling; Promotion Mix: Nature and importance of Promotion, Elements ofPromotion Mix, Factors influencing Promotion Mix, Types ofpromotion; Advertising, Personal Selling, Publicity, Role of promotionin marketing, Sales Promotion: Meaning, Objects, Importance &Tools.		15
IV	Marketing Organisation: Company Goals and MarketingOrganisation, Marketing Organisation Structure, Relation with otherSelling and Non-selling Department, Field Organisation; Steps in Controlling, Planning the controlof Marketing Activities, Types and Techniques of Marketing Control; Issue and Development in Marketing: Social, Ethical and LegalAspects of Marketing, Marketing of Services, Online marketing, GreenMarketing, Direct Marketing, Rural marketing, Customer RelationshipManagement, Logistic Management.		15
Keywords <i>Marketing, Product, Price, Sales Promotion, Promotion Mix.</i>			
PART-C: LearningResources			
TextBooks,ReferenceBooksand Others			
<i>Kotler, Kelle, Koshy & Jha, Marketing Management, Pearson Education</i> <input type="checkbox"/> <i>Kotler, Armstrong, Agnihotri, Haque, Principles of Marketing, Pearson</i> <input type="checkbox"/> <i>William, M. Pride and O. C. Ferrell, Marketing, Cenage Learning</i> <input type="checkbox"/> <i>Ramaswamy V. S., Namakumari, Marketing Management, Mcgraw Hill Education</i> <input type="checkbox"/> <i>Shukla, A. K. Marketing Management, Vaibhav Laxmi Prakashan</i>			



<input type="checkbox"/> <i>Management Principle and Practice, Prashantha, Abhijeet Publication</i> <input type="checkbox"/> <i>An Introduction to Principles of Marketing, T. N. Chabra, Sun India Publication</i> <input type="checkbox"/> <i>Marketing Management, Pingali Venugopal, Sage Publications</i> <input type="checkbox"/> <i>Marketing Management, C. N. Sontakki, Neetu Gupta and Anju Gupta, Kalyani Publications</i> <input type="checkbox"/> <i>Marketing Management, Arun Kumar and N. Meenakshi, Vikas Publishing House</i> (Dr. B. K. Garg) S.G.G. University Ambikapur		
Online Resources– https://www.kopykitab.com/ https://www.hitbullseye.com/grad-		
PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks: 100 Marks		
Continuous Internal Assessment (CIA): 30 Marks		
End Semester Exam (ESE): 70 Marks		
Continuous Internal Assessment (CIA): (By Course Teacher)	Internal Test/Quiz-(2): 20 & 20 Assignment/Seminar- 10 Total Marks- 30	Better marks out of the two Test/ Quiz + obtained marks in Assignments shall be considered against 30 Marks
End Semester Exam (ESE):	Two section– A & B Section A: Q1. Objective–10x1=10 Mark; Q2. Short answer type–5x4=20 Marks Section B: Descriptive answer type qts., 1 out of 2 from each unit–4x10=40 Marks	

Name and Signature of Convenor & Members: (CBOS)

