



P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Siddhartha Nagar, Vijayawada – 520 010

Autonomous - ISO 9001 - 2015 Certified

MARKETING MANAGEMENT

Offered to: BBA – Business Analytics

Course Code:

Course Type: Core (TH)

Year of Introduction: 2017-19

Year of offering: 2023-24

Year of Revision:

Percentage of Revision:

Semester: II

Credits: 4

Hours Taught: 75 hrs.

Max. Time: 5 Hours

Course Prerequisites (if any):

Course Description:

Course Objectives:

The objective of this course is to provide the student with overall knowledge about various elements of marketing mix i.e., product, pricing, promotion and distribution strategies.

Course Outcomes: At the end of this course, students should be able to:

- CO1:** Acquire understanding of fundamental concepts, scope, and vital functions performed by the core marketing department in a business organization.
- CO2:** Understand the ethical and legal implications of product decisions, pricing decisions as well as promotional & distribution decision.
- CO3:** Appreciate the modern marketing practices and influences in the marketing situations while dealing with marketing problems and making strategies.
- CO4:** Apply the principles of marketing management to identify the most appropriate strategies that yield desired results for a given marketing organization.
- CO5:** Provide the specific metrics to measure and evaluate marketing performance.

Syllabus		
Unit	Learning Units	Lecture Hours
I	Introduction to Marketing Needs – wants – demands - Definition of Market, Marketing and Marketer – Concept of selling, marketing, social marketing – Need for marketing in Business, non-profit and Government sector – Market Segmentation – Bases for market segmentation for consumer and industrial market – Identify effective market segments – Elements of marketing mix.	15
II	Product Decisions Definitions -Product lines and decisions – Product hierarchy – Product classification – Product attributes decisions – Brand & Branding decisions – Packing & Labelling decisions – Stages in PLC & Strategies.	15

	Pricing Decisions Objectives and Factors influencing price setting – Pricing methods and strategies – price adapting policies (An Overview).	
III	Promotion Decisions Objectives – Elements of promotion mix – Definition of Advertising – Types of advertising media (An overview) – Definition of Sales promotion – Tools of sales promotion – Definition of Personal selling & its process – Publicity Vs Public relations.	15
IV	Distribution Decisions Definition of marketing channels – Types – Factors affecting marketing channel decisions – Importance of marketing channels.	15
V	Marketing Metrics Return on Investment (ROI) - Customer Lifetime Value (CLV) - Customer Acquisition Cost (CAC) - Conversion Rates - Leads Generated - Customer Share - Market Share - Marketing Key Performance Indicators (KPIs)	15

Textbook:

1. **Principles of Marketing**, 19th Edition – Pearson Paperback – 12 July 2023 by Philip Kotler (Author), Gary Armstrong (Author), Sridhar Bala Subramanian (Author), Prafulla Agnihotri (Author).

Recommended Reference book:

1. Dr. C.B. Gupta, Dr. N. Rajan Nair, “**Marketing Management**”, 2020 Edition, Sultan Chand & Sons Educational Publishers – New Delhi.

Course Delivery method: Face-to-face

Course has focus on: Foundation.

Websites of Interest:

1. <https://www.studysmarter.co.uk/explanations/marketing/introduction-to-marketing/#:~:text=The%20marketing%20concept%20relies%20on,the%20right%20product%20for%20customers.>
2. <https://www.qualtrics.com/au/experience-management/product/product-concept/#:~:text=A%20product%20concept%2C%20also%20known,stage%20of%20the%20product%20lifecycle.>
3. <https://byjus.com/commerce/what-is-pricing/#:~:text=Pricing%20is%20a%20process%20of,the%20manufacturer%20and%20the%20customer.>
4. <https://byjus.com/commerce/what-is-promotion/#:~:text=%E2%80%9CWhat%20is%20Promotion%3F%E2%80%9D%20Promotion,or%20company%20to%20the%20people.>
5. <https://www.studysmarter.co.uk/explanations/marketing/product/distribution-decisions/>
6. <https://www.wrike.com/blog/the-key-marketing-metrics-your-cmo-actually-cares-about/>

Co-curricular Activities: (Case Studies)

**MODEL QUESTION PAPER
MARKETING MANAGEMENT**

Course Code:

Max.: 70 Marks

Min. Pass:

SECTION - A

Answer the following questions

(5 x 4M = 20 Marks)

1. a) Compare the concepts of selling and marketing. (L2)
(Or)
b) Summarize market segmentation. (L2)
2. a) Define product hierarchy. (L1)
(Or)
b) Describe the objectives of pricing a product. (L1)
3. a) Compare the concepts of advertisement and publicity. (L2)
(Or)
b) Classify the elements of promotion mix. (L2)
4. a) Define the importance of marketing channels. (L1)
(Or)
b) Explain the types of marketing channels. (L1)
5. a) Interpret the metric of customer life time value. (L2)
(Or)
b) Relate the customer share and market share in detail. (L2)

SECTION – B

Answer the following questions

(5 x 10 M = 50 Marks)

6. a) What is marketing? Explain its roll in business and non-profit organization. (L1)
(Or)
b) Describe the importance of market segmentation in consumer and industrial market. (L1)
7. a) Classify the stages of product life cycle (PLC) with strategies. (L2)
(Or)
b) Summaries the pricing methods and strategies. (L2)
8. a) Illustrate promotion mix and types of promotion mix. (L4)
(Or)
b) Conclude personal selling and its process impact on present society. (L4)
9. a) Describe Marketing channels and its importance. (L1)
(Or)
b) Identify which factors effect marketing channels by using any one industry. (L1)
10. a) Explain the below market metrics in detail. (L1)
 - Return on Investment
 - Leads generated.(Or)
b) Explain the below market metrics in detail. (L1)
 - Market Key performance indicators.
 - Conversion rate.

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