



## P.B. SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Siddhartha Nagar, Vijayawada – 520 010

Autonomous -ISO 9001 – 2015 Certified

### Marketing Management

Commerce	22COHT39		B.Com (Honours) A&F/TPP
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**Course Type:** Core (TH)

**Year of Introduction:**

**Year of Revision:**

**Percentage of Revision:**

**Semester:** III

**Credits:** 4

**Hours Taught:** 75 hrs. Per Semester

**Course Prerequisites:** The students opting for this Course should have some basic knowledge of the elements of marketing and marketing environment.

#### Course Objectives:

1. The objective of this course is to understand the concepts of Marketing Management.
2. To understand the marketing environment.
3. To understand the tools used by marketing managers in decision making.

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

**CO1:** Understand the concepts of marketing and understand the factors influence market environment. **(PO5, PO6)**

**CO2:** Understand the concept of product and identify the need of product mix and product line

decisions based on product life cycle. **(PO5, PO7)**

**CO3:** Develop an idea about pricing strategies and pricing decisions. **(PO5, PO6, po7)**

**CO4:** Ability to create integrated promotional channel strategies helps in marketing products. **(PO5, PO6,PO7)**

**CO5:** Contributes to the development of strategies for the efficient and effective distribution of products. **(PO6, PO7)**

### Syllabus

#### Course Details

Unit	Learning Units	Lecture Hours
I	<b>Introduction to Marketing</b> Definitions of Market, Marketing and Marketer - Selling concept, marketing concept and Social marketing concept - Need for marketing in Business Sector, Non-profit sector and Government sector - Macro & Micro elements of marketing environment (An Overview) - Definition of Market segmentation - Bases for market segmentation for consumer and industrial market - Identifying effective market segments - Elements of Marketing Mix (An Overview).	15
II	<b>Product Decisions</b>	15

	Definitions of Product and Product lines - Product hierarchy - Product classification - Product line decisions - Product attribute decisions - Branding and Brand decisions - Packing and labeling decisions - Stages in Product life cycle - Marketing strategies for different stages of the product life cycle.	
III	<b>Pricing Decisions</b> Objectives of Price setting - Factors influencing price setting - Pricing methods and strategies - Price adapting policies (An overview).	15
IV	<b>Promotion Decisions</b> Objectives of Promotion - 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 - Personal selling process - Publicity vs. Public relations (An Overview).	15
V	<b>Distribution Decisions</b> Definition of Marketing channels - Types of Marketing channels - Factors affecting Marketing channel decisions - Importance of marketing channels.	15

**Textbook:**

Professor. Rudra Saibaba, Marketing, Delhi, Kalyani Publishers, 2020.

**Recommended Reference book:**

1. J.P.Gupta and JoytiRana, Principles of Marketing Management, New Delhi, Chand & Co.

**Course Delivery method:** Face to Face.

**Course has focus on:** Foundation/Employability /Entrepreneurship

**Websites of Interest:**

1. Marketing edge website
2. Mashable.com

**Co-Curricular Activities:**

1. Seminars
2. Quiz
3. Group Discussion
4. Guest lecture by marketing professionals.
5. Examinations (Scheduled and surprise tests).
6. Power Point Presentations.

**MODEL PAPER**  
**MARKETING MANAGEMENT**

<b>Commerce</b>	<b>COHT39</b>		<b>B.Com (Honours) A&amp;F/TPP</b>
<b>Max. Marks 75</b>		<b>Semesters: III</b>	<b>Time 3hrs</b>

**SECTION-A**

**Answer any SIX of the following:**

**6 X 2=12**

1. Define Marketing. (CO1) L1
2. Define Marketing Mix.(CO1) L1
3. What is meant by Product hierarchy? (CO2) L1
4. What is Packaging. (CO2) L1
5. Define pricing. (CO3) L1
6. What is meant by Mark up pricing method. (CO3) L2
7. Define Direct Marketing. (CO5) L1
8. What is Publicity. (CO4) L1
9. Importance of marketing channels. (CO5) L2
10. Meaning of Distribution channel. (CO5) L1

**SECTION-B**

**Answer any FOUR of the following:**

**4 X 12 = 48**

11. Explain briefly about the classification of markets. (CO1) L2
12. Explain about product line decisions. (CO2) L1
13. Discuss about the importance of pricing. (CO3) L1
14. What is promotion? State its features and objectives. (CO4) L1
15. Explain the functions of channels of distribution. (CO5) L1
16. What is product mix? Explain the dimensions of the product mix with example. (CO2) L1

**SECTION-C**

**Answer the following:**

**1 X 15 =**

**15**

17. Define Personal selling. Explain the process of personal selling. (CO4) L2