

Veer Narmad South Gujarat University

Marketing Management II

S.Y. B.B.A., Semester IV

Effective from December 2012

Objectives:

To sensitize students to the different orientations of marketing and help them assimilate philosophy of Marketing, so as to better approach process of Marketing Management.

Pedagogic Tools:

Lectures, assignments, Case studies, Practical examples from corporate & business world, projects & presentations.

Course Content:

1. Introduction to Marketing Mix
Meaning, Elements of Marketing Mix
2. Product 30
Concept-levels, classification, Product line and Product Mix, Concept of Product life cycle (PLC) and Marketing strategies,
Objectives and functions of Packaging and Labeling
3. Pricing 15
Objectives and Importance and factors affecting pricing decisions, Steps in Pricing,
Price Discounts and allowances, Discriminatory pricing
4. Place(Distribution) 30
Meaning, Importance and Functions, Levels, of channel of Distribution, Types of intermediaries, Factors affecting choice of channel of distribution, Channel Management Decisions, Retailing and Wholesaling- Meaning and Marketing strategy
Physical Activities involved in Distribution system (Logistics)
5. Promotion 25
Meaning of Promotion, Elements of Promotion Mix, Meaning, Role/Importance of Integrated Marketing Communication, process of effective Integrated Marketing Communication

Note: At least 20% of the question paper should carry case study or applied questions.

1. Marketing Management: : Philip Kotler, Kevin KELLER, Abraham Koshy, Mithileshwar Jha.
Pearson
2. Marketing Management : Ramaswamy and Namakumari, 4th Edition, Mcmillan

3. Marketing Management: : Etzel and Others
4. Marketing Management : Rajan Saxena

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