

Bachelor of Arts

Syllabus for Economics for Semester VI-

Implementation Year- January 2021-2022

Old Syllabus	Proposed Syllabus
Marketing Management	Marketing Management
Subject Code	Subject Code

PAPER TITLE Marketing Management	L	Cr	P/T	D (EE)	EE	IE	T
	60	4	-	2.30 hrs	75	25	100

#L=Lectures per week, Cr=Credits, P/T=Practical/Tutorials, D=External Exam Duration, EE=External Examination, IE=Internal Examination, T=Total Marks

Old Syllabus	Proposed Syllabus
	<p data-bbox="1106 177 1261 212">Objectives:</p> <ol data-bbox="1106 248 1917 427" style="list-style-type: none"> 1. To provide basic conceptual and applicable knowledge about marketing 2. To develop the student's employability and interpersonal skills. 3. To develop Marketing and Sales Promotion Skills. <p data-bbox="1106 464 1402 499">Learning Outcomes:</p> <ol data-bbox="1339 536 1917 855" style="list-style-type: none"> 1) Students will be able to understand market environment and strategies. 2) Students will be able to understand the production process and distribution channel. 3) Students will understand marketing strategies and promotion

Old Syllabus		Proposed Syllabus							
Unit1	Topic and Details Old Syllabus	Module	Module Specific Objectives	Content	Weigh tage	Instruct ion Time	Cre dits	Evaluation	
								IE Weigh tage	EE Weigh tage
	No Old Syllabus	Module-1	To equip them with business Environment & Business Management.	Introduction to Business Environment: a) Business Environment & Business Management : Definition, need and importance of marketing Management b) Functions of Marketing Management c) Micro and Macro Environment with specific reference to India d) Environmental Scanning & Market Opportunity Analysis. e) Emerging Marketing opportunities in India – Marketing at the bottom of the pyramid, growing middle f) International marketing environment	25	15	1	5	20
		Module -2	To Understand the entire production process and pricing determination	Production : a) Product- Definition b) Product Levels c) Product Classification- Based on durability & tangibility, consumer goods & industrial goods. d)Product Life Cycle: Stages and features of each stage e) Product Positioning: Meaning and Importance, Steps. f) Pricing- Meaning and objective of Pricing, Factors affecting pricing decisions, Methods of pricing, Steps.	25	15	1	5	20

		Module-3	To explain them distribution chain and Digital marketing	Distribution : a)Distribution- Supply chain , Types of Middlemen b)affecting channels decisions c)Functions performed by middlemen d)Logistics- Meaning & components: Case Study e)Digital marketing-Meaning, merits & demerits-case study: Case study f) Online Retailing-Successful online retailers in India & abroad; case study	25	15	1	5	20
		Moduel-4	To make students familiar with marketing strategies.	Marketing Promotion: a)Promotion- Elements of promotion mix, b)Objectives of Promotion & marketing Communication c) Factors affecting, promotion mix decisions d)Steps in Marketing communication programme e)Types of Communication tools Factors affecting communication tools f) Sales Promotion: Differences between Advertising & Sales Promotion Publicity & Public Relations Role of Social Media in Marketing Communication & distribution					

Evaluation Scheme:

A. Internal Exams: Total Marks: 25

1. Internal Written Test
2. Assignments
3. Projects
4. Case Study
5. ICT Presentation
6. Group Discussion
7. MCQ

B. External Exams: Total Marks: 75

The pattern of the written exam would be as follows:

1. Attempt any 5 out of 7 questions
2. Question no. 7 short note- any 2 out of 3

References:

A. Essential Reading:

1. Seema Gupta(2020) Digital Marketing ,McGraw Hill
2. Vandana Ahuja (2015) Digital Marketing , Oxford University Press
3. Gupta.C (2018) Essentials of Marketing Management, S. Chand
4. Nair Ranjan Gupta (2018) , Marketing Management Text & Cases by S.Chand.
5. Philip Kotler (2003). Marketing Management, (Eleventh Edition). New Delhi: Pearson Education.
6. V. S. Ramaswani & S. Namakumari (2002). Marketing: Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India
7. Tripathi,(2010) E-Commerce, Jaico Publishing House, Mumbai.
8. Rahul Pratap Singh Kaurav, (2012), Marketing Management: An Emerging Perspective, New Delhi : Har Anand Publications .

Additional Reading:

- 1) Commerce and Management Journal
- 2) Indian Journal of Marketing.
- 3) Journal of Marketing Research

4)