Course Code	Course Name	Credits
26CM602	MARKETING MANAGEMENT	4

Course Objectives

- To understand fundamental concepts of marketing and its environment
- To analyze consumer behavior and market segmentation
- To develop skills in marketing mix decision-making
- To learn modern marketing trends and digital strategies
- To apply marketing concepts in real business situations

Course Outcomes

- Explore core marketing concepts and frameworks
- Analyze consumer buying behavior and market trends
- Design marketing strategies using STP and marketing mix
- Evaluate branding, pricing, and promotional decisions
- Understand digital marketing and emerging practices

Unit I Introduction to Marketing (12hours)

Introduction to Marketing: Meaning and Definition of Marketing - Evolution of Marketing Concepts (Production, Product, Selling, Marketing, Societal) - Functions of Marketing - Marketing Environment: Micro & Macro - Marketing vs Selling - Role of Marketing in Economic Development

Unit II Consumer Behavior & Market Segmentation (12 hours)

Consumer Behavior & Market Segmentation: Consumer Behavior: Meaning & Importance - Buying Decision Process - Factors Influencing Consumer Behavior - Market Segmentation: Meaning, Bases - Targeting Strategies - Positioning Concepts

Unit III Product and Pricing Decisions: Product (12hours)

Product and Pricing Decisions: Product: Meaning, Classification - Product Life Cycle (PLC) - Branding, Packaging, Labelling, Product Mix Decisions- Pricing: Objectives and Methods - Pricing Strategies (Skimming, Penetration, Discount, Psychological)

Unit IV Promotion and Distribution: Promotion Mix (12hours)

Promotion and Distribution: Promotion Mix: Advertising, Sales Promotion, Personal Selling, Public Relations, Advertising Media & Budget Decisions. - Distribution Channels: Types and Functions - Channel Management - Logistics and Supply Chain Management - Retailing and Wholesaling

Unit V Emerging Trends in Marketing (12 hours)

Emerging Trends in Marketing:Digital Marketing: SEO, SEM, social media, Email Marketing - E-Marketing & Online Consumer Behavior - Relationship Marketing - Green Marketing - Rural Marketing in India - Ethics in Marketing

Reference Books:

1. Philip Kotler, First edition: 1967 -Latest edition: 16th (with Kevin Lane Keller, 2015) "Marketing strategy and management" Publisher: Pearson Education
2. Authors: V.S. Ramaswamy, S.Namakumari,"Marketing Management", First published: 1988 (Macmillan India), Latest editions: Updated periodically through the 2010s.
3. S. A. Sherlekar, "Marketing Management", Himalaya Publishing House, India.

Websites

1. https://youtu.be/fj0sVtpdTYk?si=d9jiVHMp0wu1Fseu
2. https://youtu.be/say512WJYSo?si=KpPXlQrH7UZZXhQr
3. https://youtu.be/fNMBphzyjM4?si=Dsr9q9iTu4lK8e9W
4. https://youtu.be/FcsxHo_QWso?si=MnDP5RFDQvzula8t
5. https://youtu.be/3yKrc5Qt_Vk?si=E88xumXX4QZZyrYB

COs and Bloom's Taxonomy Mapping – 26CM602		
Course Outcomes	**On successful completion of this course, students will be able to**	**BTL**
CO1	Explore core marketing concepts and frameworks	K1, K2
CO2	Analyze consumer buying behavior and market trends	K3, K4
CO3	Design marketing strategies using STP and marketing mix	K4
CO4	Evaluate branding, pricing, and promotional decisions	K5
CO5	Understand digital marketing and emerging practices	K6

BTL (Bloom's Taxonomy Level) - K1 – Remembering, K2 – Understanding, K3- Applying, K4 – Analyse, K5- Evaluate and K6 - Create

Relationship Matrix – 26CM602													
Course Outcomes	**Programme Outcomes (POs)**						**Programme Specific Outcomes (PSOs)**						**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**PSO6**	
CO1	3	3	2	3	2	2	2	3	1	2	2	1	2.17
CO2	3	3	1	2	3	2	1	3	2	3	2	1	2.17
CO3	3	2	2	3	3	2	2	2	2	3	2	1	2.25
CO4	3	3	1	3	3	2	2	3	2	3	2	2	2.42
CO5	2	3	2	3	3	3	1	3	2	3	3	1	2.42
												Total	2 28

Mean Score: 3- High, 2- Medium/Moderate, 1-Low

FULLY HUMAN
Fully
Alive