

Course focussing on Environment

Sem.	Course Code	MARKETING MANAGEMENT	Total Marks: 100		Hours per Week	Credits
			CIA:25	ESE:75	6	4
III	17UACCT302					

OBJECTIVE:

- To enable the students to understand the marketing management, marketing environment, marketing mix and marketing research.

COURSE OUTCOMES:

At end of the course, students will be able to

- CO1 Equip the learners with required skills to be a good marketing manager and to know about the bases of market segmentation.
- CO2 Help the students to understand the product mix.
- CO3 Equip the learners with required skills to develop a new product.
- CO4 Make the students to analyze the kinds of pricing decisions.
- CO5 Develop their knowledge in distribution channels.

UNIT - I

Marketing: Meaning - Definition - Nature - Scope - Functions of marketing - Modern marketing - Marketing environment: Micro and macro Environment - Environmental scanning and analysis. Concept - Features - Recent innovations in modern marketing.

UNIT - II

Marketing research - Nature - Functions - Elements - Process of marketing research - Market segmentation: Concept - Methods - Benefits - Bases of market segmentation - Marketing mix - Elements - Determining the marketing mix.

UNIT - III

Product mix: Product planning - Concept - Objectives - Product mix - Factors - Product item and product line - Product standardization - Identification - New product development - Steps - Product life cycle - Branding - Packaging - labeling.

UNIT - IV

Price mix: Significance - Factors affecting price of a product - Pricing objectives - Pricing policies - Kinds of pricing decisions - Pricing of new products - Resale price maintenance - Price discrimination.

UNIT - V

Distribution: Channel Importance - Selection - Distribution policies - Strategies - Wholesaler - Functions and services - Retailer - Functions and services - Types. Physical distribution of goods: Objectives - Transportation - Functions - Methods - Warehousing - Functions - Types of warehousing.



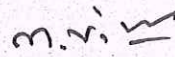
TEXT BOOK:

1. Ramaswamy Namakumari, Marketing Management, 5th Edition, 2013, McGraw Hill Education, Bengaluru.


BOOKS FOR REFERENCE:

1. R.S.N. Pillai & Bagavathi, Modern Marketing, 4th Edition, 2010, S.Chand Publishing, New Delhi.
2. Philip Kotler & Kevin Lane Keller, Marketing Management, 12th Edition, 2014, Prentice Hall of India, New Delhi.
3. Dr. C.B.Gupta and Dr. N. Rajan Nair, Marketing Management: Text & Cases, 15th Edition, 2012, Sultan Chand & Sons, New Delhi.

QUESTION PAPER PATTERN		
SECTION - A	SECTION - B	SECTION - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit


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