

CC: 303: Introduction to Marketing Management (Core Course)

Theory: Credit: 4 (100 %)

Total Marks: 100

Unit	Topics Covered	Wt.
I	Introduction: Meaning of Market and Marketing, Marketing management- Definition, Concepts, Significance and functions, Types of Marketing, Telemarketing, E-marketing, Service marketing, Rural marketing, Role and functions of marketing manager	20%
II	Marketing mix : Meaning and Scope, Product, Price, Place and Promotion	15%
III	Product and Pricing decisions: Concept of product, product mix, Development of new product stages including marketing test product, Product life cycle, Pricing decision: Objectives, orientation and strategies	25%
IV	Place (Distribution) Decisions: Importance, Types of channels, Types of intermediates in distribution channel, Factors affecting choice of distribution channel	15%
V	Promotional decisions: Concept of Promotion mix, Sales promotion – Concept and tools, Advertising: Objectives, Determining of advertising budget, Media and media selection. Advertising Decision: Mission, Messages, Money, Media, and Measurement, The concept of Publicity, Personal Selling : sales presentation, Determining sales target	25%

Reference Books:

1. *Marketing Management by Philip Kotler.*
2. *Introduction to Marketing Management by Sherlekar*
3. *Fundamentals of Marketing Management by Prof.S.A.Sherlekar and R. Krishnamoorthy*
4. *Dr. R. B. Rudani, Basics of Marketing management, S.Chand& Company Ltd.*