

Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	I		
Name of the Course	Marketing Management-I		
Course Code	B23-MKT-101		
Course Type: (CC/MCC/MDC/ CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CC-1		
Level of the course (As per Annexure-I)	100-199		
Pre-requisite for the course (if any)	NIL		
Course Learning Outcomes (CLO)	After completing this course, the learner will be able to: 1. understand the concepts of marketing and marketing environmental. 2. know the consumer behavior and market segmentation. 3. understand the conceptual framework of need, want, demand and customer value. 4. apprehend the recent development in the field of marketing. 5*.		
Credits	Theory	Tutorial	Total
	3	1	4
Internal Assessment Marks	30	-	30
End Term Exam Marks	70	-	70
Exam Time	3 Hrs.	-	-
Part-B Contents of the Course			
Instructions for Paper Setters			
Note: The examiner will set 9 questions asking two questions from each unit and one compulsory question by taking course learning outcomes (CLOs) into consideration. The compulsory question (Question No. 1) will consist of 7 parts covering entire syllabus. The examinee will be required to attempt 5 questions, selecting one question from each unit and the compulsory question. All questions will carry equal marks.			
Unit	Topics	Contact Hours	
I	Marketing: Concept, nature, scope and importance; Evolution of marketing; Marketing concepts -	14	

	production, product, selling, societal, etc.; Marketing environment: Concept and importance; Micro environmental factors: Suppliers, intermediaries, customers, competitors, public; Macro environmental factors: Demographic, economic, political, legal, sociocultural, technological.	
II	Consumer behavior: Concept, nature and importance; Consumer buying process; Factors influencing consumer buying behavior; Market segmentation: Concept, importance and bases; Targeting; Positioning: Concept, importance and methods.	14
III	Need, want and demand: Conceptual framework; Market potential: Concept and methods of measurement; Demand forecasting: Concept and methods; Customer value and customer lifetime value: Concept and application.	16
IV	Recent developments in marketing: Social marketing; Direct marketing; Green marketing; Network Marketing; Stealth marketing; Online Marketing; Holistic marketing.	16
V*	----	
Suggested Evaluation Methods		
Internal Assessment: ➤ Theory 30 Marks Class Participation 5 Seminar/Presentation/Assignment/Quiz/Class Test etc. 10 Mid Term Exam 15		End Term Exam 70 Marks
Part-C Learning Resources		
Recommended Books/E-Resources/LMS: - Grewal, Dhruv and Michael Levy; <i>Marketing</i>; Tata McGraw Hill. - Kumar Arun & Meenakshi N., <i>Marketing Management</i>, Vikas Publishing House Pvt. Ltd., New Delhi. Third Edition - Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit, <i>Marketing: Concepts and Cases. (Special Indian Edition).</i>, McGraw Hill Education - Philip Kotler, <i>Principles of Marketing</i>. Pearson Education. - Ramaswami, V.S. and Namakumari, S.; <i>Marketing Management</i>; MacMillan India Ltd. - Saxena Rajan, <i>Marketing Management</i>, Tata McGraw-Hill Publishing Company Ltd., New Delhi.		

* Applicable for courses having practical component.