

Session 2023-2024			
Part-A Introduction			
Subject	Marketing		
Semester	II		
Name of the Course	Marketing Management-2		
Course Code	B23-MKT-201		
Course Type: (CC/MCC/MDC/CCM/ DSEC/VOC/DSE/PC/AEC/ VAC	CC-2		
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 basics of product, product life cycle and new product development. 2. know various pricing methods and strategies used by the corporate. 3. understand the promotional tools and techniques to make the consumers aware about the product. 4. study different distribution channels and role of intermediaries. 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 Mix: Conceptual framework – core, actual and augmented product; Product: Concept, importance and classification; Service: Concept, characteristics and difference between product and service; Product Life Cycle; Branding; Packaging and Labelling; New Product Development.	14	
II	Pricing: Concept, significance, objectives; Process of	14	

	price determination; Pricing strategies: Skimming, penetration, etc; Pricing methods: Cost orienting and market oriented, Cost plus pricing, mark up pricing, target return pricing; Perceived value pricing, differential pricing, psychological pricing, etc.;	
III	Promotion: Concept and importance; Promotion mix; Advertising; Publicity; Sales promotion; Personal relation; Online tools for product promotion: Search engines, social media; Factors influencing promotion mix decision.	16
IV	Distribution: Concept and importance; Distribution and marketing; Marketing channels: Concept and types; Role of intermediaries in distribution channel; Factors influencing decisions on marketing channels.	16
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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.