ST.JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS), VISAKHAPATNAM

II SEMESTER **BBA**  TIME:5HRS/WEEK

BBA2202(4) **FUNDAMENTALS OF MARKETING** MAX.MARKS:100

W.E.F. 2020-2021 (‘20AH’BATCH) **SYLLABUS**

**COURSE OBJECTIVES:**

* To gain knowledge on fundamental concepts of marketing
* To acquire knowledge on various types of promotion
* To understand emerging trends in marketing
* To understand the concept of Marketing Channel Management

**LEARNING OUTCOMES:**

CO1**.** Students will be able to analyze internal and external marketing environment in context to an organization.

CO2. Students will be able to estimate the importance of marketing for any product and for anyorganization.

CO3. Students will be able to evaluate the importance of communication for the proper coordination among employees in an organization.

CO4. Students will be able to analyze the factors that will influence the pricing strategies of a product in the market.

CO5. Students will be able to demonstrate to resolve channel conflicts and managing the conflicts.

**COURSE:**

**UNIT-I:** Concept of Marketing - Market, Marketing, Marketer - Selling concept, marketing concept, Social marketing concept - Identifying market segments - Basis for market segmentation for consumer and industrial market and requirement of effective segments. (Case study)

**UNIT-II:** Product and Product lines - Product hierarchy, Product classification, Product mixdecisions -Productlinedecisions–Product attribute decisions - Productlife cycle- Marketing strategies for different stages of the product life cycle. (Case study)

**UNIT-III: PRICING:** Setting the price, pricing process, pricing methods. Adapting price: Geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing, product mix pricing. (Case study)

**UNIT-IV: MARKETING CHANNELS:** The Importance of marketing channels-Channel design decisions-Channel management decisions-Channel Conflict: Types, Causes and managing the conflict. (Case study)

**UNIT-V: PROMOTION MIX ADVERTISEMENT :** Meaning, Objectives- Types of Media- Sales Promotion – Objectives and tools – Public relation – Meaning and tools – Personal selling – Process. (Case study)

**REFERENCE BOOKS:**

1. Philip kotler – Marketing Management , Pearson ,2017
2. Rajan Nair – Marketing Management , Sultan Chand and Sons , 2017
3. Sontaki & Sontaki – Marketing Management , Kalyani publishers , 2017
4. Dr .K.Karunakaran –Marketing management, Himalaya publishing house, 2015
5. Leon Schiffman, Leon Kanuk –Consumer Behaviour, Pearson, 10th Edition

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