



बिरसा मुंडा द्रायबल युनिवर्सिटी Birsā Mūṇḍā Drāyabala Yūnīvārsīṭī

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce

B.Com. Programme

Subject Code& Name: - BC05MECC04: Marketing Management – I

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
4	0	0	4	50	0	50	0

Programme Name	B.Com
Semester	5
Course Code	BC05MECC04
Course Title	Marketing Management – I
Course Content Type (Th./Pr.)	Th.
Course Credit	4
Sessions+ Lab. Per Week	N/A
Total Teaching/Lab. Hours	60 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. To define core marketing concepts, philosophies, and the difference between selling and marketing.
2. To analyse micro and macro environmental factors using SWOT and Porter's Five Forces analysis.
3. To understand the stages of the consumer buying decision process and factors influencing those decisions.
4. To study market selection through Segmentation, Targeting, and Positioning (STP).

Prerequisites (if any)

Learning Outcomes

After completion of the course, learners will be able to:

1. Compare various marketing philosophies and features of modern marketing.
2. Explain the factors of the micro and macro environment using SWOT and Porter's Five Forces.
3. Apply STP (Segmentation, Targeting, Positioning) to specific consumer markets.
4. Develop product strategies based on the Product Life Cycle (PLC) and classification levels.



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Detailed Contents

UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	INTRODUCTION TO MARKETING ➤ Introduction to Marketing and Marketing Management ➤ Concepts and Definitions ➤ Scope and Importance ➤ Core concepts of marketing ➤ Marketing Philosophies ➤ Features of Modern Marketing ➤ Difference between Selling and Marketing.	15
II	MARKETING ENVIRONMENT ➤ Introduction ➤ Need for studying marketing environment ➤ Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics ➤ SWOT analysis ➤ Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural ➤ Porter Five Force analysis	15
III	CONSUMER BEHAVIOUR AND MARKET SELECTION Consumer Behaviour: ➤ Need for studying consumer behaviour ➤ Stages in Consumer buying decision process ➤ Factors influencing consumer buying decisions. Market Selection: ➤ Consumer Market vs Business Market ➤ Choosing market value through STP. ➤ Market Segmentation- bases of segmenting consumer markets. ➤ Market Targeting ➤ Product Positioning – concept and bases	15





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IV	PRODUCT DECISIONS AND NEW PRODUCT DEVELOPMENT Product Decisions: ➤ Concept and classification ➤ Levels of Product ➤ Designing value: Product mix ➤ Branding- types, significance, and qualities of good brand name ➤ Packaging and Labeling types and functions ➤ Product support services. New Product Development: ➤ New product development process ➤ Product life cycle-concept and marketing strategies.	15
Text Book(s)		
1.		
Reference Books		
1. K. S. Chandrasekar, Marketing Management Text And Cases, Tata Mc Graw-Hill Publication, New Delhi. 2. Govindarajan, Marketing Management Concepts, Cases, Chhallenges And Trends, Prentice Hall of India, New Delhi. 3. Philip Kotler, Marketing Management-Analysis Planning And Control, Prentice Hall of India, New Delhi, 4. Ramaswamy. V S & Namakumari. S, Marketing Management-Planning Implementation And Control, Macmillan Business Books, NewDelihi. 5. BainesEtAL(2021).Fundamentals of Marketing. Oxford University Press 6. Jain, P & Singhal, N. Principles of Marketing. Scholar Tech Press, Delhi 7. Kotler, P., Chernev,A., Keller, K. L. (2022). Marketing Management. United Kingdom: Pearson Education 8. Sharma,K.,AggarwalS.(2021).Principles of Marketing. Taxmann Publications		
Web Resources		
1.		
Required Software(s) (if any)		
Practical(s) (if any)		

L:: Lecture, T:: Tutorial , P::Practical

CCE::Continuous and Comprehensive Evaluation





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(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/surprised), attendance etc. or any combination of these)

PWE::Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE::Semester End Evaluation

