

UNIVERSITY OF MADRAS
B.B.A. DEGREE COURSE IN BUSINESS ADMINISTRATION
SYLLABUS WITH EFFECT FROM 2020-2021

BBA-DSC08

CORE-VIII: MARKETING MANAGEMENT

CREDITS: 4

III SEM/II

YEAR

Learning Objective :

1. To understand fundamental marketing concepts
2. To know the implications of marketing in business
3. To familiarize various promotional tools in marketing.

UNIT I

Fundamentals of marketing - Role of Marketing - Relationship of Marketing with other functional areas - concept of marketing mix-Marketing approaches - Various Environmental factors affecting the marketing functions.

UNIT II

Buyer Behavior - Consumer goods and Industrial goods - Buying motives - Factors influencing buyer Behaviour Market segmentation - Need and basis of Segmentation - Targeting - positioning.

UNIT III

The Product - Characteristics - benefits - classifications - consumer goods - industrial goods - New Product Development process - Product Life Cycle - Branding - Packaging.

UNIT IV

Physical Distribution: Importance - Various kinds of marketing channels - distribution problems. Sales management: Motivation, Compensation and Control of salesmen.

UNIT V

A brief overview of: Advertising - Publicity - Public Relations - personal Selling – Direct selling and Sales promotion.

Recommended Texts

1. Philip Kotler, 2003, Marketing Management, 11th edition, Pearson Education (Singapore) Pte Ltd, NewDelhi.
2. V.S. Ramaswamy & S.Namakumari, 1994, Principles of Marketing, first edition, S.G.Wasani / Macmillan India Ltd, NewDelhi.
3. Crrainfield, Marketing Management, PalgraveMacmillan
4. Sontakki . C.N , Marketing Management, Kalyanni Publishers,Ludhiana
5. Gary Armstrong & Philip Kotler, 2003, Marketing -An Introduction, sixth edition, Pearson Education (Singapore) Pvt Ltd, NewDelhi
6. R.S.N. Pillai and Bagavathi ,Modern Marketing , S.Chand& Co , NewDelhi.
7. Jayasankar, Marketing, Margham publications,Chennai.