



# GUJARAT TECHNOLOGICAL UNIVERSITY

**Program Name: Bachelor of Business Administration**

**Level: UG**

**Course / Subject Code: BB03001041**

**Course / Subject Name : Marketing Management**

w. e. f. Academic Year:	2025-26
Semester:	3
Category of the Course:	Core Course

<b>Prerequisite:</b>	--
<b>Rationale:</b>	Marketing management course is designed to help undergraduate students gain a broad, foundational understanding of the basic components of modern marketing. This course aims to familiarize students with the marketing function in organizations. It will equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing. The course is intended to bring in key principles and activities crucial for the role that marketing has in an organization.

**Course Outcome:**

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand fundamental marketing concepts, theories and principles; the role of marketing in the organization context.	Understand
02	Recognize various elements marketing mix for effective functioning of an organization.	Understand
03	Critically analyse an organization's marketing strategies.	Analyse
04	Apply appropriate tools and techniques of marketing with focus on Indian experiences, approaches and cases.	Apply
05	Evaluate marketing implementation strategies and formulate and assess strategic, operational and tactical marketing decisions.	Evaluate

*\*Revised Bloom's Taxonomy (RBT)*

**Teaching and Examination Scheme:**

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150



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## Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<ul style="list-style-type: none"><li>• Introduction: Nature, Scope and Importance of Marketing, Evolution of Marketing; Core marketing concepts; Company orientation - Production concept, Product concept, selling concept, Marketing concept, Holistic marketing concept;</li><li>• Marketing Environment: Demographic, Economic, Political, Legal, Socio cultural, Technological environment (Indian context);</li><li>• Market and competition analysis, Market Analysis and Creating and Delivering Customer Value.</li><li>• Types of marketing (B2C, B2G, B2B, C2C)</li></ul>	10	17
2.	<ul style="list-style-type: none"><li>• Segmentation, Targeting and Positioning: Concept; Levels of Market Segmentation, Basis for Segmenting Consumer Markets;</li><li>• Consumer Behaviour, The Rise of Consumer Democracy, Stimulus Response Model of Consumer Behaviour, Buyer's Cultural, Social, Personal, and Psychological Characteristics particularly in Indian context,</li><li>• Consumer Buying Decision Process, Business Customer's Buying Decision Process, and Traditional vs. Experiential Marketing's View of Customer</li></ul>	12	18
3.	<ul style="list-style-type: none"><li>• Product decisions: Concept of Product Life Cycle (PLC), PLC marketing strategies, Product Classification, Product Line Decision, Product Mix Decision, Branding Decisions, Packaging &amp; Labelling. Portfolio approach – Boston Consulting Group (BCG) matrix.</li><li>• Introduction to Brand Management and Innovation and New Product Development.</li><li>• Pricing Decisions: Determinants of Price, Pricing Methods (Non-mathematical treatment), and Adapting Price.</li><li>• Promotion Decisions: Factors determining promotion mix, Promotional Tools – Fundamentals of advertisement, Sales Promotion, Public Relations &amp; Publicity and Personal Selling.</li><li>• Marketing Channel Decision: Channel functions, Channel Levels, Types of Intermediaries: Wholesalers and Retailers, Introduction to Retail Management.</li></ul>	13	17
4.	<ul style="list-style-type: none"><li>• Marketing of Services: unique characteristics of services, marketing strategies for service firms – 7Ps.</li><li>• Contemporary issues in Marketing, E-commerce, Digital Marketing, Ethics and social responsibility in Marketing, Integrated Marketing,</li></ul>	10	18



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	Online Payments, Rural Marketing, Social Marketing, Green Marketing (Introductory aspects only).		
5.	In groups of three students each, choose any one consumer product, one service and one industrial product and analyse their: i) Segmentation, Targeting and Positioning strategy, ii) their promotion strategy and iii) marketing channel used for maximizing sales.	15	30(CEC)
<b>Total</b>		<b>60</b>	<b>100</b>

## Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10	40	20	20	10	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

## References/Suggested Learning Resources:

### (a) Books:

1. Kotler P., Keller K., et al. *Marketing Management* (16th edition). Pearson Education Pvt. Ltd.
2. Aaker, D. A. and Moorman Christine., *Strategic Market Management: Global Perspectives*. John Wiley & Sons.
3. Shainesh G. Kotler Philip, Keller Kevin, Alexander Chernev, Jagdish N. Sheth | *Marketing Management*. Pearson Higher Education
4. Kotler, P., Armstrong, G., and Agnihotri, P. Y. *Principles of Marketing* (17th edition). Pearson Education.
5. Ramaswamy, V.S. & Namakumari, S. *Marketing Management: Indian Context Global Perspective* (6th edition). Sage Publications India Pvt. Ltd.

## Suggested Project List, if any:

- As suggested in Module 5 of the course content
- Analyse the marketing communication made by different brands for select products and services
- Create a Marketing Plan for launching a sustainable packaging product in Tier 2 Indian cities
- Social Media Campaign: Design an Instagram marketing strategy for a local brand
- Comparative Study: Marketing strategies of Indian FMCG vs MNC brands
- Pricing Strategy Analysis: Study how mobile brands price in India
- Services Marketing: How Swiggy/Zomato market convenience over price
- Green Marketing Study: How are Indian companies incorporating sustainability?



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- Market Research Project: What influences college students' choice of fashion brands?
- Consumer Behavior Analysis: Why do Indian consumers trust home remedies over pharma?

### Suggested Activities for Students, if any:

- Marketing Plan Project (Product/Service launch for Indian market)
- Visit one road side shop and one mart / mall and study the behaviours of various kinds of customers and write down your observations and present the same in the class.
- Launch Strategy: Plan a Go-To-Market strategy for a new café near your college
- Brand Revamp Proposal: Suggest a marketing revamp for a traditional Indian brand

### CO- PO Mapping:

Semester 3	Course Name : Marketing Management				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	2
CO2	3	3	2	2	2
CO3	2	3	3	3	2
CO4	3	3	2	2	2
CO5	3	3	3	2	

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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