



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June - 2025

Bachelor of Business Administration (General)

Semester – III

Course Code	UM03MABBA02	Title of the Course	Marketing Management - I
Total Credits of the Course	04	Hours per week	04

Course Objectives:	<ol style="list-style-type: none">1) To give insight about marketing management.2) To outline key marketing concepts and its application to different markets.3) To analyse and examine the implementation of marketing concepts and strategy to firms.
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Course Content		
Unit No.	Description	Weightage (%)
1	Conceptual Foundation: <ul style="list-style-type: none">• Nature and Concept of marketing Management,• Core Concepts,• Philosophies of Marketing,• Importance of Marketing,• Scope of Marketing	25%
2	Product Mix: <ul style="list-style-type: none">• Introduction, Meaning and Concept• Importance of Packaging,• Product Life Cycle & strategies• New product development process	25%
3	Price Mix: <ul style="list-style-type: none">• Introduction, Meaning and Concept of Price• Significance of price• Objectives of pricing decision• Factors affecting pricing Decision,• Methods of Pricing	25%



4	Promotion & Distribution Mix: <ul style="list-style-type: none"> • Concept of Promotion • Tools of promotion • Kinds of media of advertising • Concept of distribution • Types of channels of distribution • Factors affecting channels of distribution 	25%
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Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point presentation, Audio-Visual Presentation), lectures, group discussions, assignments, case Study and browsing e- resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Identify the scope and significance of marketing in domain industry
2)	Examine marketing concepts and phenomenon to current business events in the industry
3)	Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms

Sr. No.	Suggested References:
1)	Marketing Management by Dr. C.B. Gupta. and Dr. Rajan Nair, Sultan Chand Publication, New Delhi.
2)	Marketing Management by Philip Kotler
3)	Marketing Management by S.A. Sherlekar, Himalaya Publication

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	https://htbiblio.yolasite.com/resources/Marketing%20Book.pdf