

As Per NEP 2020

University of Mumbai



Syllabus for Basket of Major 1 (Marketing)	
Ad- hoc Board of Studies in B. Com. (Management Studies)	
UG Second Year Programme	
Semester	III
Title of Paper	Introduction to Marketing Management
Credits	4
From the Academic Year	2025-26

**Major 1 - Marketing
Syllabus
B.Com. Management Studies
(Sem.- III)**

Title of Paper: Introduction to Marketing Management

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course provides a comprehensive overview of marketing management, emphasizing key concepts, strategies, and trends that shape the dynamic business environment. Students will explore the evolution of marketing, the impact of environmental forces on business practices, and the need for innovative strategies to engage customers. The course covers essential topics such as market segmentation, targeting, positioning, and consumer behavior. Additionally, it delves into pricing, promotion strategies, distribution networks, and emerging trends like AI and data analytics in marketing. Through case studies and practical applications, students will develop a deep understanding of the marketing mix, product life cycles, and the strategic tools necessary for effective marketing management in both urban and rural markets.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To understand the basics of marketing management and the impact of business environmental forces on marketing practices. 2. To examine the buying behavior of consumers & understand the marketing strategies. 3. To explore the marketing mix elements in generating marketing outcomes for a product or service. 4. To analyze the emerging trends in marketing management & evaluate the impact of technology on marketing decisions. 	

8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Learner can able to understand & recall the traditional & contemporary marketing concepts. 2. They will demonstrate & understand the factors affecting buying behavior of consumers. 3. They can assess & evaluate the marketing management strategies through real life case. 4. Students will analyze the emerging trends in marketing management & evaluate the impact of technology on marketing decisions
9	<p>Modules:</p>
	<p>Module 1: Introduction to Market & Marketing Management</p>
	<ol style="list-style-type: none"> 1. Market – Introduction – Concept – Evolution (Concepts of Marketing) – Meaning & Definition of Marketing Management – Features – Functions – Scope. 2. Impact of Business Environmental Forces on marketing managerial practices – Internal & External Environment- Case Studies – Need for Innovative Marketing Strategies for Customer Engagement – Innovative Strategies by Global Players – Success Stories 3. Marketing Mix (Product & Service) – Elements – Role of marketing mix elements in marketers’ decisions for a product/service – Evaluating the marketing mix program of successful – Withdrawn - Repositioned products/services. 4. Modern Concepts of Marketing – Forms – Emerging Trends - Community Engagement as a strategic tool to marketing management
	<p>Module 2: Consumer Behavior & STP Model Strategies</p>
	<ol style="list-style-type: none"> 1. Buying Idea – Buyer behavior - Concept – Factors determining buying behavior of consumers – Consumer Buying Decision Process. 2. STP (Segmentation, Targeting & Positioning) Model - Definition –Bases – Need - Merits & Demerits of Market Segmentation – Marketing mix segment of product/service through a case study approach. 3. Target Market – Concept – Target Market Strategies – Positioning – Concept –Qualities of a successful position-Product Position v/s Brand Position - Positioning Strategies – Case study 4. Product – Concept – Product Levels - Product Mix Decisions - Product Life Cycle – Stages - Development of a hypothetical product/service & its prospective implications - Case Study
	<p>Module 3: Pricing & Promotion Strategies</p>
	<ol style="list-style-type: none"> 1. Pricing Strategies – Price – Concept - Factors affecting changes in price – Methods -Price as an indicator of Quality – Case Studies.

	<p>2. Promotion – Concept – Elements in the Communication process – Elements/Tools of promotion – Role of Integrated Marketing Communication – Recent Trends in Promotional Offerings- Integration of modern & recent tools of marketing.</p> <p>3. Packaging of a Product – Role -Essentials – Sustainable Packaging -Emerging Trends in Packaging Standards- Types of packaging</p> <p>4. Key Decision Areas in Rural Marketing – Role of Rural market - Marketing Mix for Rural Markets - Media Mix for Rural Markets</p>
	<p>Module 4: Distribution Network & Emerging Trends in Marketing Management</p>
	<p>1.Physical Distribution – Types of marketing channels - Traditional & Contemporary channels of marketing- factors affecting marketing channels</p> <p>2.Marketing Control – Concept – Need – Control Process – Techniques - Supply Chain Management – Elements – Case Studies</p> <p>3.New trend in Market Organization- Principles – Types- Marketing Audit -Importance to marketing organizations - Porters Generic Strategy, Blue Ocean Strategy</p> <p>4.Emerging Trends in developing competitive marketing strategies — Role of AI & Data Analytics in marketing - Impact of technology & innovation in marketing management</p>
<p>10</p>	<p>Reference Books:</p> <ol style="list-style-type: none"> 1) Pillai, R. S., & Bhagwati, M. (2016). Modern marketing: Principles & practices (2nd ed.). S. Chand Publishing. 2) Baines, P., Fill, C., & Page, K. (2013). Marketing (3rd ed.). Oxford University Press. 3) Ramaswamy, V. S., & Namakumari, S. (2013). Marketing management (5th ed.). Macmillan India Ltd. 4) Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education. 5) Perreault, W. D., & McCarthy, E. J. (2017). Basic marketing: A global managerial approach (19th ed.). McGraw-Hill Education. 6) Schiffman, L. G., & Kanuk, L. L. (2010). Consumer Behavior (10th ed.). Pearson Education. 7) Armstrong, G., & Kotler, P. (2017). Marketing: An introduction (13th ed.). Pearson Education. 8) Chernev, A. (2018). Strategic marketing management (9th ed.). Cerebellum Press. 9) Lehmann, D. R., & Winer, R. S. (2008). Analysis for marketing planning (7th ed.). McGraw-Hill Education. 10) Kotler, P., & Armstrong, G. (2018). Principles of marketing (17th ed.). Pearson Education

11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	