



St. Xavier's College – Autonomous Mumbai

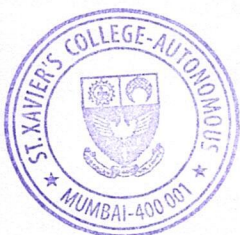
Syllabus

For 6th Semester Courses in COMMERCE (February 2024 onwards)

Contents:

Theory Syllabus for Courses: SEM VI

UACOM5502MN1 – Marketing Management



APPROVED SYLLABUS

Shinde

PRINCIPAL
ST. XAVIER'S COLLEGE
(AUTONOMOUS)
MUMBAI - 400 001.

T.Y. B.A.
Title: Marketing Management
 Number of lectures: 30

Course: UACOM5502MN1

TYBA in Commerce (Arts Section)		
Course Title: Marketing Management		
Course Code: UACOM5502MN1		
Credits 2: 30 hours		
No.	Course Objectives	
1	To prepare the students with basic knowledge of concepts, principles, tools and techniques of marketing.	
2	To provide students with an introduction to contemporary marketing concepts, product development and pricing concept.	
3	To encourage them to put these concepts and marketing skills into practice.	
CO	Course Outcomes On completing the course, the learner will be able to	Bloom's Taxonomy Level (BT level)
1	To understand of key terms, theories/concepts and practices within the field of Marketing.	Remembering
2	Get acquainted with marketing and marketing mix tools.	Understanding
3	Appraise the marketing segmentation and consumer behaviour process.	Applying
4	Identify the concepts of product planning, pricing and marketing decisions.	Analyzing
5	Evaluate the marketing and pricing practices and apply them to simulative situations.	Evaluating
6	Create strategic plans to enhance marketing effectiveness.	Creating

UNIT 1

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Introduction to Marketing and Consumer Behaviour: (15 lectures)

Definition of Marketing – Different concepts in marketing - difference between Selling & Marketing – Marketing Mix. Need to analyze Marketing Environment – Macro Environment & Micro Environment – Indian Marketing Environment.
Types of Buyers – Factors Influencing Buyer Behaviour – Buying Motives – Buying Process – Broad profile of Indian Consumers – Middle Class Explosion in India – Buyers satisfaction Meaning and need in Marketing.

UNIT 2 (15 lectures)

Market Segmentation, Product Management and pricing:

Segmenting Market – Bases used for Market Segmentation – Choosing the Target Market – Importance.
Definition, Classification, Product Mix - Product Differentiation – Product Positioning - Brands, Product Life Cycle – Meaning, Stages of Product Life Cycle, Product Development – Designing test Marketing – Commercialization of Product, Pricing - Factor Influencing Pricing, Objectives and Methods of Pricing.

List of Recommended Reference Books

1. Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
2. Kotler, P., Keller, K. L., Koshy, A., & Jha, M. W. (2018). *Marketing management* (15th ed.). Pearson Education.
3. Perreault, W. D., Jr., & McCarthy, E. J. (2018). *Basic marketing* (19th ed.). Tata McGraw-Hill Publishing Co. Ltd.
4. Russel S. Winer, (2021). *Marketing management* (3rd ed.). Pearson Education.
5. Ramaswamy, V. S., & Nama kumari, S. (2019). *Marketing management* (2nd ed.). Macmillan.

Scheme of Examination:

The performance of the learners will be evaluated in two components: Internal and External/Semester End examination.
Total marks per Course- 50 Marks

Class Internal Assessment - 20 Marks:
End Semester Examination – 30 marks

Distribution of Bloom's Taxonomy levels for the course assessment

Learning Levels	Remember	Understand	Apply	Analyse	Evaluate	Create
*Percentage	15-20%	15-20%	5-10%	20-30%	10-20%	5-10%

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