

<b>Course Title:</b>				<b>Marketing Management</b>				
<b>Course Code:</b>				<b>BULDC607</b>				
<b>Course Coordinator</b>				<b>Dr. Deepak Jain</b>				
<b>Credits</b>				<b>3-1-0</b>				
<b>Evaluation Scheme: Total 100 Marks</b>								
<b>Quiz (Total 20 Marks)</b>				<b>Assignment / Project (Total 20 marks) (Minimum Two Assignments or one Project)</b>		<b>Mid-Term</b>	<b>Major Examination</b>	<b>Total</b>
<b>Quiz I (5 marks)</b>	<b>Quiz II (5 marks)</b>	<b>Quiz III (5 marks)</b>	<b>Quiz IV (5 marks)</b>	<b>10</b>	<b>10</b>	<b>20 marks) (1 ½ Hour Duration)</b>	<b>(40 marks) (3 Hour Duration)</b>	<b>100 Marks</b>
<b>WEEKS</b>				<b>TOPICS TO BE COVERED</b>				
<b>Week 1</b>				<b>Definition &amp; Concepts of Marketing Management</b>				
<b>Week 2</b>				<b>Marketing Mix, Extended Marketing Mix, Holistic marketing</b>				
<b>Week 3</b>				<b>Value concept of Marketing Customer Value Delivery process</b>				
<b>Week 4</b>				<b>Value based models of marketing, Scanning Marketing Opportunities</b>				
<b>Week 5</b>				<b>Customer Insight and Market Insight: Dynamics of competitors, Company and Complimentary</b>				
<b>Week 6</b>				<b>Marketing research, Introduction to Marketing metrics</b>				
<b>Week 7</b>				<b>Segmenting, targeting and Positioning: Product characteristics</b>				
<b>Week 8</b>				<b>Product Mix Product Life Cycle and product strategies</b>				
<b>Week 9</b>				<b>Product Differentiation and Design</b>				
<b>Week 10</b>				<b>Case Study Discussion &amp; Presentations</b>				
<b>Week 11 (13<sup>th</sup> -17<sup>th</sup> October, 2025)</b>				<b>Mid-Term</b>				
<b>2<sup>nd</sup> May, 2025</b>				<b>Showing of Mid-Term Answer Sheets</b>				
<b>Week 13</b>				<b>Price: Setting the price, Pricing components, and strategies, Marketing through Distribution channel</b>				
<b>Week 14</b>				<b>Channel Design, Retailing and Wholesale, Managing Services and Customer Services</b>				
<b>Week 15</b>				<b>Branding and Positioning; Promotion Mix; Integrated Marketing Communication</b>				
<b>Week 16</b>				<b>Concepts of Direct marketing; Network marketing; Introduction to Social media marketing and Digital marketing</b>				
<b>Week 17 (8<sup>th</sup> -12<sup>th</sup> December, 2025)</b>				<b>Revision Week</b>				
<b>Week 18 (15<sup>th</sup> – 24<sup>th</sup> December, 2025)</b>				<b>Major Examinations</b>				
<b>8<sup>th</sup> January 2026</b>				<b>Showing of Major Exams Answer Sheets</b>				
<b>20<sup>th</sup> – 25<sup>th</sup> October 2025</b>				<b>Diwali Break</b>				

### COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Understand and apply the concepts of marketing in the organizations.

CLO2: Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken.

CLO3: Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts.

CLO4: Develop the ability of decision making.

### Recommended Books

Capon Noel and Singh Sidhartha S.; Managing Marketing, An Applied Approach, Wiley India

Kotler Philip T. and Keller K. Lane Marketing Management, with Indian cases, 15th Edition, Pearson Education, India

Govindrajan M., Marketing management: Concepts, Cases, Challenges and Trends, PHI Learning Pvt. Ltd. New Delhi

Tybout M Alice & Calder J. Bobby, Kellogs on Marketing, John Wily & Sons, NY

Applied Case Studies in Marketing, S Shajahan, Primus Books, New Delhi

Marketing Concepts and Cases, Etzel, Walker et. al, Tata McGraw Hill, New Delhi

**Calendar of Quizzes / Assignment etc. to be provided as per below details and exact dates to be fixed in consultation with other course coordinators to avoid overlap of Quizzes of different courses.**

Component	Date
Quiz-I	Week 10
Quiz-II	Week 10
Assignment-I	Week 10
Assignment-II / Project Submission	Week 17
Quiz-III	Week 17
Quiz-IV	Week 17

**Note:**

1. One surprise Quiz may be fixed out of Quiz-II, Quiz-III or Quiz-IV.
2. In case of any deviation in evaluation methodology for courses such as AEC/VAC/SEC shall be mentioned accordingly. Thus, same shall be approved by the next BOS of school if not done earlier.

**Signature of Course Coordinator :**

*Dr Deepali Kumar Jain.*