

Course Title:				Integrated Marketing Practices				
Course Code:				BULDC602				
Course Coordinator				Dr. Deepak Jain				
Credits				3-1-0				
Evaluation Scheme Total 100 Marks								
Quiz (Total 20 Marks)				Assignment / Project (Total 20 marks) (Minimum Two Assignments or one Project)		Mid-Term	Major Examination	Total
Quiz I (5 marks)	Quiz II (5 marks)	Quiz III (5 marks)	Quiz IV (5 marks)	10	10	20 marks) (1 ½ Hour Duration)	(40 marks) (3 Hour Duration)	100 Marks
WEEKS			TOPICS TO BE COVERED					
Week 1			Strategic Planning and its characteristics; Marketing Process and Marketing Plan					
Week 2			Organizational Marketing and its components;					
Week 3			Conducting marketing research – Process and Barriers					
Week 4			Competitive Intelligence System; MKIS, DSS, MIS; Demand Forecasting and Measurement					
Week 5			Global Marketing Strategies – Selecting a Potential Market, Impact of Global Environment					
Week 6			Methods of entering in new markets; types of marketing organization					
Week 7			Developing global marketing strategies; Ethical and Social dimensions in marketing					
Week 8			Marketing of services – types and strategies; market budget and costs – steps in marketing cost analysis					
Week 9			Customer profitability analysis, production and efficiency					
Week 10			New Product Development – challenges, stages					
Week 11 (16th -20 March, 2026)			Mid-Term					
2nd April 2026			Showing of Mid-Term Answer Sheets					
Week 12			Retailing – types of retailers, different types of formats;					
Week 13			Franchising – process and types; Decisions and issues in retailing; global trends					
Week 14			Promotion Mix – Integrated Marketing Communication – Advertising, Budgeting, Benefits and issues, developing communication programs					
Week 15			Personal Selling and Sales Management: Sales force management, Selling Process					
Week 16			Sales budget and Sales quota, defining Sales Territory, Sales meetings and contests					
Week 17 (4th -8th May, 2026)			Revision Week					
Week 18 (11th – 20nd May, 2026)			Major Examinations					
27th May, 2026			Showing of Major Exams Answer Sheets					

Course Outcomes:

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

CLO1: Understand the dimension of marketing problems and issues and how decision is taken at national and global level.

CLO2: Able to grasp the practical situations and design the solutions for marketing problems.

CLO3: Leant about retailing and its contribution in economic development.

CLO4: Learn about sales management and decision making.

Recommended Books:

- Malhotra Naresh K., Marketing Research: An Applied orientation, 2007, 7th Edn. Pearson Education, New Delhi
- Tybout M Alice & Calder J. Bobby, Kellogs on Marketing, John Wily & Sons, NY
- Saxena Rajan, Marketing Management, Tata McGraw Hill, New Delhi
- Kumar V, Profitable Customer Engagement: Concept, Metrics and Strategies, Sage Publications Pvt. Lts, New Delhi, India

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	Week & Day
Quiz-I	9-3-2026
Quiz-II	11-3-2026
Assignment-I	13-3-2026
Mid-Term	16-20 March, 2026
Quiz-III	4-5-2026
Quiz-IV	6-5-2026
Assignment-II	8-5-2026
Major Exam	11 th – 20 May, 2026

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. Deepak Kumar Jain