

AC –
Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Knowledge is Supreme

Title of the Course: Introduction to Marketing Management Semester II

	Programmes:
1	B.Com in Accounting and Finance (BAF)
2	B.Com in Banking and Insurance (BBI)
3	B.Com in Financial Markets (BFM)

Syllabus for 2 credits

From the academic year- A.Y.2023-2024

Name of the Course : Introduction to Marketing Management

Sr. No.	Heading	Particulars
1	Description the course :	The course will cover essential topics ranging from the fundamentals of marketing to strategic planning, consumer behavior, and the integration of digital technologies. Learners will gain insights into the role of marketing in organizational success and learn how to create and implement effective marketing strategies.
2	Vertical :	Minor
3	Semester :	II
4	Type :	Theory
5	Credit:	2 credits
6	Hours Allotted :	30 Hours
7	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
8	Course Objectives:	<ol style="list-style-type: none"> 1. To provide learners with an overview of concept of Marketing. 2. To prepare learners for strategic roles in marketing by providing them with a deep understanding of advanced concepts and strategic decision-making in the field.
9	Course Outcomes:	<ol style="list-style-type: none"> 1. The course will provide learners with a solid foundation in marketing management, enabling them to critically analyze marketing situations, make informed decisions, and contribute effectively to the development of marketing strategies. 2. By the end of the course, learners will have acquired the knowledge, skills, and mindset needed for strategic leadership roles in the field of marketing.

10	<p>Modules</p> <hr/> <p>Module 1: Introduction to Marketing Management (15 Hours)</p> <hr/> <ul style="list-style-type: none"> • Introduction to Marketing concepts : Definition and scope of marketing, Evolution of marketing philosophies, Role of marketing in organizations and Importance of customer-centricity. • Marketing environment and trends: External factors affecting marketing decisions, Social, cultural, economic, technological, and legal influences and Emerging trends in marketing (e.g., sustainability, digital transformation). • Understanding Consumer Behavior: Factors influencing consumer decision-making, Models of consumer behavior (e.g., the decision-making process) and Cultural and social influences on consumer choices. • Overview of Marketing Mix : Product: Product development, branding, and packaging, Price: Pricing strategies, elasticity, and factors affecting pricing decisions, Place: Distribution channels, logistics, and retail strategies, Promotion: Advertising, personal selling, sales promotion, and public relations. <hr/> <p>Module 2: Advanced Marketing Concepts (15 Hours)</p> <hr/> <ul style="list-style-type: none"> • International Marketing : Introduction to international marketing concepts, Global market entry strategies, Cultural, economic, and legal considerations in international markets, Global product adaptation and standardization and International pricing strategies. • Brand Management : Understanding the role of brands in marketing, Brand identity, positioning, and equity, Developing a brand strategy and brand architecture, Brand extension and co-branding. • Digital Marketing and Social Media : Introduction to digital marketing and its evolution, Building an online presence: Website design and user experience, Search engine optimization (SEO) and search engine marketing (SEM), Social media marketing strategies, Content marketing and storytelling in the digital age, Email marketing and automation, Mobile marketing and apps. • Marketing Metrics and Analytics : Introduction to marketing metrics and analytics, Key performance indicators (KPIs) for marketing, Web analytics and tracking customer behavior online, Social media analytics and Customer relationship management (CRM) analytics.
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11	References:	
	<ul style="list-style-type: none"> • Armstrong, Gary, and Kotler, Philip, Marketing: An Introduction, 2015 • Boone, Louis E., and Kurtz, David L., Contemporary Marketing, 2018 • Kotler, Philip, and Keller, Kevin Lane, Marketing Management, 2016 • Kotler, Philip, and Armstrong, Gary, Principles of Marketing, 2017 • Mullins, John W., and Walker, Orville C., Marketing Management: A Strategic Decision-Making Approach, 2017 	

12	Internal Continuous Assessment: 40%	Semester End Examination : 60%
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13	Continuous Evaluation through:									
	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="text-align: center;">Sub-components</th> <th style="text-align: center;">Maximum Marks</th> </tr> </thead> <tbody> <tr> <td>1)Assignment/Case Studies/Project/FieldVisit/Presentation/Book Review/Research Paper Report</td> <td style="text-align: center;">10</td> </tr> <tr> <td>2)MCQ Based Test</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: center;">20</td> </tr> </tbody> </table>		Sub-components	Maximum Marks	1)Assignment/Case Studies/Project/FieldVisit/Presentation/Book Review/Research Paper Report	10	2)MCQ Based Test	10	Total	20
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1)Assignment/Case Studies/Project/FieldVisit/Presentation/Book Review/Research Paper Report	10									
2)MCQ Based Test	10									
Total	20									
	<i>Note: Learner must be Present in all the two exam components of Continuous Evaluation.</i>									

14	Format of Question Paper:	
	Question Paper Pattern for Semester End Examination (SEE)	
	Maximum Marks: 30	Duration:1 Hour
	Question Number	Particular
	Q-1	Attempt any ONE of the following:(Module 1) A. Full Length Question B. Full Length Question
	Q-2	Attempt any ONE of the following: (Module 2) A. Full Length Question B. Full Length Question
	Q-3	Short Notes attempt any TWO of the following: A. (Module 1) B. (Module 1) C. (Module 2) D. (Module 2)
		Marks
		10
		10
		10
	Note: Any of the short notes of 5 Marks can be a case study.	

Signatures of Team Members

Sr.No	Name	Signature
1.	Ms. Reshma Rajput	
2.	Ms. Shalini Clayton	
3.	Mr. Vedant Kajbaje	
4.		
5.		