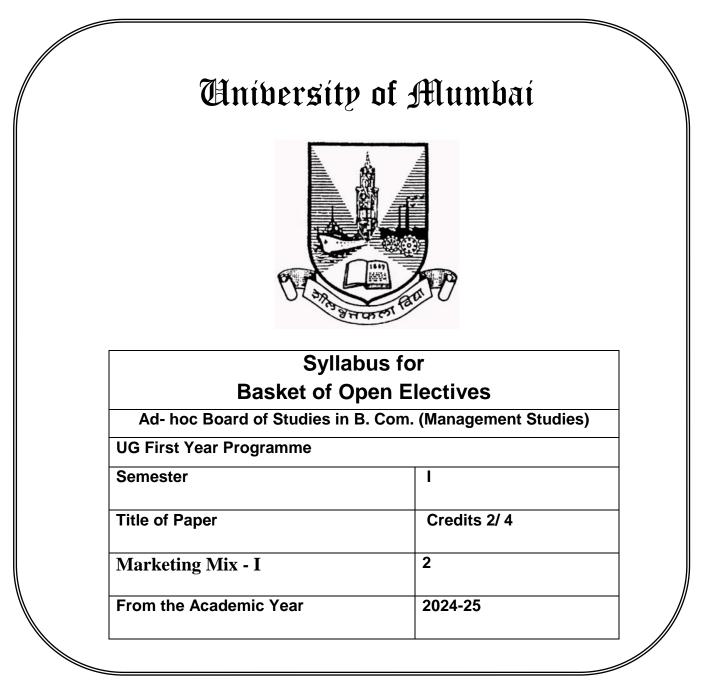
AC – 20/04/2024 Item No. – 7.7 Sem. I (5a)

As Per NEP 2020



Sr. No.	Heading	Particulars	
1	Description the course: Including but not limited to:	Management is not only an essence in all fields but it is a prevalent tool in the hands of corporates to governments. From planning to controlling and from budgeting to reporting, all managerial elements are the most essential parts of daily life. So the learners need to know about all aspects from rural development to creating artificial intelligence. They will understand how to develop India, one of the fifth most powerful economies in the world. It is expected that the learners should learn how to develop our economy and management for the future generation from	
2	Vertical :	these managerial facets. Major/Minor/Open Elective /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By $$)	
3	Туре :	Theory / Practical	
4	Credit:	2 credits	
5	Hours Allotted :	30 Hours	
6	Marks Allotted:	50 Marks	
7	Course Objectives:		
	 To familiarize with the basic concepts of marketing management. To create awareness of marketing mix elements. To understand the basics of Product and Price mix. 		

8	Course	Course Outcomes:		
	1.	The students will learn about the various elements of Marketing Mix		
	2.	Understand the key concepts and components of product and price mix strategies		
	3.	Analyze the factors influencing product development, pricing decisions, and brand		
		positioning		

	Module 1: Marketing Mix- Product		
1	Introduction to Marketing and Marketing Management, Marketing Concepts – Elemen of Marketing mix- Product Mix.		
2	 Product Classification: Consumer goods and Industrial goods classification- Product Life Cycle: Stages, Meaning and significance of Product Positioning: Meaning and nee of Branding 		
Mod	Module 2 Marketing Mix- Price		
1	Meaning and objective of Pricing- Price decisions: Factors affecting pricing decisions Pricing policies and constraints		
1	Significance of pricing- Methods of pricing - Steps in Pricing- Types of Pricin		
2	Strategies		

11	Reference Books:				
	1. Philip Kotler, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTRO				
	Prentice K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tat				
	Mcgraw-Hill Publication, New Delhi.2010				
	2. Govindarajan, MARKETING MANAGEN	2. Govindarajan, MARKETING MANAGEMENT CONCEPTS, CASES, CHHALLENGES			
	AND TRENDS, Prentice Hall Of India, New Delhi. 2009				
	<i>3. Michael Porter – Competitive Advantage</i>	. Michael Porter – Competitive Advantage			
	4. Theodore Levitt – Marketing Managemen	4. Theodore Levitt – Marketing Management			
	5. Fundamentals Of Marketing – William Stanton				
		5. Customer Driven Services Management (1999) Response Books			
		, <u>,</u>			
12	Internal Continuous Assessment: 40%	External, Semester End Examination Individual Passing in Internal and External Examination : 60%			
13	Continuous Evaluation through:				
	Quizzes, Class Tests, presentation,				
	project, role play, creative writing,				
	assignment etc.(at least 3)				
14	mination				
	External Paper Pattern (30 Marks)				
	Q1. Case Study Analysis	10 Marks			
	Q2. Answer the following (Any One)	10 marks			
	A Or				
	B				
	Q3. Answer the following (Any One)	10 Marks			
	A				
	Or				
	В				

Sign of the BOS Chairman Prof. Dr. Kanchan Fulmali BOS in BMS Sign of the Offg. Associate Dean Dr. Ravikant Balkrishna Sangurde Faculty of Commerce Sign of the Offg. Associate Dean Prin. Kishori Bhagat Faculty of Management Sign of the Offg. Dean Prof. Kavita Laghate Faculty of Commerce & Management