

## As Per NEP 2020

# University of Mumbai



<b>Syllabus for Basket of Open Electives</b>	
<b>Ad- hoc Board of Studies in BMS</b>	
<b>UG First Year Programme</b>	
<b>Semester</b>	<b>I</b>
<b>Title of Paper</b>	<b>Credits 2</b>
<b>Marketing Mix - I</b>	<b>2</b>
<b>From the Academic Year</b>	<b>2024-25</b>

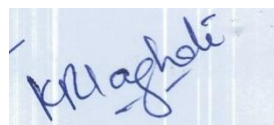
Sr. No.	Heading	Particulars
1	<b>Description the course:</b>	Management is not only an essence in all fields but it is a prevalent tool in the hands of corporates to governments. From planning to controlling and from budgeting to reporting, all managerial elements are the most essential parts of daily 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 these managerial facets.
2	<b>Vertical:</b>	Major/Minor/ <b>Open Elective</b> /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By √ )
3	<b>Type:</b>	Theory / Practical
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b><u>Course Objectives:</u></b> <ol style="list-style-type: none"> <li>To familiarize with the basic concepts of marketing management.</li> <li>To create awareness of marketing mix elements.</li> <li>To understand the basics of Product and Price mix.</li> </ol>	
8.	<b><u>Course Outcomes:</u></b> <p>CO1) The students will learn about the various elements of Marketing Mix</p> <p>CO2) Understand the key concepts and components of product and price mix strategies.</p> <p>CO3) Analyse the factors influencing product development, pricing decisions, and brand positioning.</p>	
9.	<b>Modules:</b>	
	<b><u>Module-1 Marketing Mix- Product</u></b>	
	<ol style="list-style-type: none"> <li>Introduction to Marketing and Marketing Management, Marketing Concepts – Elements of Marketing mix- Product Mix.</li> <li>Product Classification: Consumer goods and Industrial goods classification- Product Life Cycle: Stages, Meaning and significance of Product Positioning: Meaning and need of Branding.</li> </ol>	
	<b><u>Module-2 Marketing Mix- Price</u></b>	

	<p>(a) Meaning and objective of Pricing- Price decisions: Factors affecting pricing decisions- Pricing policies and constraints.</p> <p>(b) Significance of pricing- Methods of pricing - Steps in Pricing- Types of Pricing Strategies.</p>	
10	<p><b>Text Books &amp; Reference Books:</b></p> <ul style="list-style-type: none"> <li>• Ramaswamy. V S &amp; Namakumari. S, <i>Marketing Management-Planning Implementation and Control</i>, Macmillan Business Books, New Delhi, 2002, Hall Of India, New Delhi.</li> <li>• Philip Kotler, <i>Marketing Management- Analysis Planning and Control</i>, Prentice</li> <li>• K.S. Chandrasekar, <i>Marketing Management Text and Cases</i>, Tata Mcgraw-Hill Publication, New Delhi.2010</li> <li>• Govindarajan, <i>Marketing Management Concepts, Cases, Chhallenges and Trends</i>, Prentice Hall Of India, New Delhi. 2009</li> <li>• Michael Porter – <i>Competitive Advantage</i></li> <li>• Theodore Levitt – <i>Marketing Management</i></li> </ul>	
11	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination Individual Passing in Internal and External Examination : 60%</b>
12	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.( at least 3 )	
13	<p><b>Format of Question Paper: for the final examination</b></p> <p><b>External Paper Pattern (30 Marks)</b></p> <p>Q1. Case Study Analysis 10 Marks</p> <p>Q2. Answer the following (Any One) 10 marks</p> <p style="text-align: center;">A</p> <p style="text-align: center;"><b>Or</b></p> <p style="text-align: center;">B</p> <p>Q3. Answer the following (Any One) 10 Marks</p> <p style="text-align: center;">A</p> <p style="text-align: center;"><b>Or</b></p> <p style="text-align: center;">B</p>	



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Fulmali  
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& Management