

BBA II Year – III Semester
Department of Commerce and Business Management, Kakatiya University, Warangal
BBA305: Marketing Management

Max. Marks: 80UE+20IA

Unit – 1: Introduction:- Definition, Nature, Scope and Importance of Marketing – Approaches to the Study of Marketing – Marketing and Economic Development – Traditional and Modern Concepts of Marketing – Marketing functions – Type of Market – Market segmentations.

Unit – 2: Product: Classification of Products – Industrial Vs. Consumer Goods – Product Line – product additions and deletions – new Product Development.

Unit – 3: Pricing:- Pricing Objectives – Basic Price Concepts – Price Determination – Factors influencing pricing policy – Methods of pricing – Pricing policies and strategies.

Unit – 4: Channels of Distribution: - Need for marketing specialists – Types of marketing Channels – Selection of Channels.

Unit – 5: Promotion:- Nature and Importance of Promotion – Promotional methods – Adverting copy – Evaluation of advertising – Personal selling – Sales promotion, Marketing Research, Importance – Types and Techniques of organising marketing research.

Suggested Readings:

- 1) Kotler : Principles of Marketing, Prentice Hall of India, New Delhi.
- 2) Cundif & Still : Basic Marketing: Concepts, Environments and Decisions.
- 3) Cholakia : Marketing Management, Cases and Concepts, Macmillan India Limited
- 4) W.W. Stanton : Fundamental of Marketing.
- 5) Clark and Clark : Principles of Marketing.
- 6) C.S. Memoria : Principles of Marketing in India.
& Joshi