

**GUJARAT TECHNOLOGICAL UNIVERSITY****Syllabus for Bachelor of Vocation (B.Voc), 2nd Semester****Branch: Sales & Marketing****Subject Name: Marketing Management****Subject Code: 1122204****With effective
from academic
year 2021-22****Teaching and Examination Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	P	OJT		Theory		Tutorial/ Practical		
			University exams (ESE)	Progressive Assessment (PA)	External Practical /viva Exam (ESE)	Internal evaluation Practical /viva Exam (PA)		
3	-	-	3	50	-	-	-	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.
1	Introduction to Marketing & STP: Concept, Nature, Scope and Importance of Marketing; Needs, Wants & Demands, Segmentation, Targeting and Positioning for competitive advantage, Value and Satisfaction and Marketing Channels.	10
2	Evolution of Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Concept and Holistic Marketing Concept. Key Differences between Selling Concept, Marketing Concept and Societal Concept. Difference between Marketing and Sales.	12
3	Marketing Mix Decisions: Four P's of Marketing Mix, Product Decisions, Price Decisions, Place Decisions and Promotion Decisions.	10
4	Marketing Environment: Analysis of Micro and Macro-Environment Competitor analysis: Identifying competitors, Assessing competitors, Porter's 5 force model.	10
	Total	42

Reference Books:

1. Kotler Philip, Kellar lane Kevin, Koshi Abraham and Jha Mithileshwar
Marketing Management - Pearson Education New Delhi
2. Dr. Rajan Sexana – Marketing Management – Tata McGraw Hill

Course Outcomes:

After learning the course the students should be able to:

1. Understand basic concept of Marketing
2. Understand Marketing Mix Concept
3. Understand about Micro and Macro Environment