



# GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: MBA in International Business

Semester: 2

Branch: Innovation, Entrepreneurship and Venture Development  
 Subject Name: Fundamentals Of Marketing And Sales Management  
 Subject Code: 2529402

**Rationale:** The course aims to provide an overview of various functions of Marketing. It equips the students with a conceptual understanding of Marketing and its practical application. This will help to gain practical knowledge of various Marketing fundamentals of the organization and develop an understanding of the concepts of marketing Management in their role as managers.

## Course Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
4	0	0	4	70	30	0	50	150

## Course Outcomes:

Sr. No.	Course Outcomes
CO1	To understand relevant functional areas of marketing management and its application
CO2	To Apply resolution of problems pertaining to marketing management through Various strategies
CO3	To Analyze sales and distribution plans and strategies.
CO4	To Create marketing strategies for Start-up

## Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	<b>An overview of Marketing</b> <ul style="list-style-type: none"> <li>• What is Marketing</li> <li>• Differences between sales and Market orientations</li> <li>• Customer Value delivery</li> </ul> <b>Understanding the marketplace and Consumers</b> <ul style="list-style-type: none"> <li>• Analyzing the marketing Environment</li> <li>• Managing marketing information to gain customer insights</li> <li>• Consumer markets and consumer buyer behavior</li> <li>• Business markets and business buyer behavior</li> </ul>	12	21
2	<b>Segmenting and Targeting Markets</b> <ul style="list-style-type: none"> <li>• Market segmentation</li> <li>• Strategic for selecting Target markets</li> <li>• One-to-one marketing</li> <li>• Positioning</li> <li>• Product items, lines and mixes</li> </ul> <b>Marketing MIX</b> <ul style="list-style-type: none"> <li>• Product</li> </ul>	10	17



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	<ul style="list-style-type: none"> <li>• Price</li> <li>• Place</li> <li>• Promotion</li> </ul>		
3	<b>Sales Management</b> <ul style="list-style-type: none"> <li>• Nature and Importance of sales management</li> <li>• Role of a Sales Manager</li> <li>• Types of sales management positions</li> <li>• Theories of personal selling</li> <li>• Personal selling objectives</li> <li>• Sales forecasting methods</li> <li>• Sales Related Marketing Policies</li> </ul>	10	18
4	<b>Introduction – Lean in the Context of Sales</b> <ul style="list-style-type: none"> <li>• Sales interaction with the organization and market</li> <li>• Meaning of lean and its importance in Sales</li> <li>• purpose, value, and waste wrt to lean</li> <li>• Transformation Framework for sales fit in lean as well as Sales Strategy and Alignment</li> <li>• Problems and their solutions for lean sales and ramification</li> </ul>	8	14
<b>Total Hours/Marks:</b>			<b>70</b>

### Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			R M	UN	AP	AN	EL	CR	
I	An overview of Marketing Understanding the marketplace and Consumers	12	7	7	7	0	0	0	21
II	Segmenting and Targeting Markets Marketing Mix	10	0	7	5	5	0	0	17
III	Sales Management	10	4	7	7	0	0	0	18
IV	Introduction – Lean in the Context of Sales	8	0	0	7	0	7	0	14
<b>Total</b>		<b>40</b>	<b>11</b>	<b>21</b>	<b>19</b>	<b>5</b>	<b>7</b>	<b>0</b>	<b>70</b>

\*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

**Note:** This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

### Suggested Student Activities for PA: (50 Marks)

- Preparing PowerPoint presentation on marketing plan of their start-up
- Preparing a report on individual topics assigned
- Discussion on case-studies
- Group activities to understand the importance of MM



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## Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson Education, Latest Edition
2	Principles of Marketing – A South Asian Perspective	Lamb, Hair, Sharma &McDanie	Cengage Learning
3	Sales & Distribution Management	Krishna K. Havaladar, Vasant M. Cavale	Tata McGraw Hill
4	Sales and Distribution Management: Decisions, Strategies & Cases	Richard R. Still,Edward W. Cundiff,Norman A.P. Govoni, Sandeep Puri	Pearson
5	The Lean Product Playbook: How to Innovate with Minimum Viable Products and Rapid Customer Feedback	Dan Olsen	John Wiley & Sons

