

**GUJARAT TECHNOLOGICAL UNIVERSITY, AHMEDABAD, GUJARAT**

**COURSE CURRICULUM  
COURSE TITLE: MARKETING MANAGEMENT  
(COURSE CODE: 3385508)**

<b>Diploma Programme in which this course is offered</b>	<b>Semester in which offered</b>
Fabrication Technology	8 <sup>th</sup> Semester

### 1. RATIONALE

The basic purpose of marketing management is to achieve the objectives of the industrial product to be sold out to perspective customer /business house. A business house aims to earn reasonable profits by satisfying the needs of customers. The objective of this course is to develop a basic understanding about the marketing management concepts as well as of human in various marketing managerial processes in organization. Students can develop the skills of marketing management through various types of case study, at the same time student may develop skills like selling, planning, marketing research, training and managerial skills. This will help in development of business; increase in profit and also to develop relationship in business.

### 2. LIST OF COMPETENCY

The course content should be taught and curriculum should be implemented with the aim to develop required skill in the students so that they are able to acquire following competency:

- **Use knowledge and skills of marketing, selling and planning.**

### 3. COURSE OUTCOMES

The theory should be taught and practical should be carried out in such a manner that students are able to required learning outcomes in cognitive, psychomotor and affective domain to demonstrate following course outcomes-

- Describe scope of marketing management in industry.
- To develop a basic understanding about the marketing management concepts.
- Describe modern marketing process
- Describe the requirement of training in marketing management
- Develop the skills of marketing research and selling through case study

### 4. TEACHING AND EXAMINATION SCHEME

<b>Teaching Scheme (In Hours)</b>			<b>Total Credits (L+T+P)</b>	<b>Examination Scheme</b>				
				<b>Theory Marks</b>		<b>Practical Marks</b>		<b>Total Marks</b>
<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>ESE</b>	<b>PA</b>	<b>ESE</b>	<b>PA</b>	
4	-	2	6	70	30	20	30	

**Legends :** L-Lecture ; T-Tutorial/Teacher Guided Student Activity ; P-Practical ; C-Credit  
ESE- End Semester Examination; PA- Progressive Assessment.

**5. DETAILED COURSE CONTENTS**

<b>Unit</b>	<b>Major Learning Outcomes</b> (in cognitive domain)	<b>Topics and Sub-Topics</b>
<b>Unit-I</b> <b>INTRODUCTION /CONCEPT OF MARKETING</b>	1a. Describe marketing and type of market 1b. Describe Various concepts of market	<b>INTRODUCTION /CONCEPT OF MARKETING</b> 1.1 Sales Management 1.2 Sales (Marketing) Organization 1.3 Definition /concept and meaning of market 1.4 Functions of sales/marketing department 1.5 Duties of sales engineer 1.6 The selling concept versus marketing concept 1.7 Marketing Definition, Principle and Functions 1.7.1. Introduction 1.7.2. Definition 1.7.3. Principle 1.7.4. Functions 1.8 Marketing management and its functions 1.9 Various concepts of market 1.10 Types of markets
<b>Unit-II</b> <b>MARKETING RESEARCH</b>	2a. Describe concept of marketing research 2b. Describe market research techniques and procedures	<b>MARKETING RESEARCH</b> 2.1 Concept & definition 2.2 Objective of marketing research & advantages 2.3 Scope of marketing research 2.4 Market research procedure 2.5 Market research techniques 2.6 Benefits of industrial marketing research
<b>Unit-III</b> <b>MARKETING PROCESS</b>	3a. Describe modern marketing process 3b. Apply the knowledge of selling skills	<b>MARKETING PROCESS</b> 3.1 Marketing and its role 3.2 Modern Marketing Process/Marketing functions 3.3 Definition and concept of Marketing Management 3.4 Cost of marketing 3.5 Marketing strategy 3.5.1 Marketing mix 3.5.2 Sales promotion 3.5.3 Pricing 3.5.4 Product mix 3.5.5 Promotion mix 3.5.6 Distribution mix 3.5.7 International Marketing
<b>Unit -IV</b> <b>FORECASTING</b>	4a. Apply the knowledge of sales forecasting 4b. describe sales forecasting techniques	<b>FORECASTING</b> 4.1 Definition and concept 4.2 Purpose of sales forecasting 4.3 Basic element of sales forecasting 4.4 Sales forecasting techniques

		<ul style="list-style-type: none"> <li>4.4.1. Historic estimate</li> <li>4.4.2. Sales force estimate</li> <li>4.4.3. Trend line technique</li> <li>4.4.4. Market survey</li> <li>4.4.5. Delphi method</li> <li>4.4.6. Judgmental techniques</li> <li>4.4.7. Prior knowledge</li> <li>4.4.8. Forecasting by past average</li> </ul>
<b>Unit-V TRAINING AND INDUSTRIAL SALESMEN</b>	5a. Describe the purpose of induction training	<b>TRAINING AND INDUSTRIAL SALESMEN AND SALES PROMOTION</b> <ul style="list-style-type: none"> <li>5.1 Need of training</li> <li>5.2 Area or subject matters of training industrial salesman</li> <li>5.3 Place of training</li> <li>5.4 summary of sales manager's opinions</li> <li>5.5 What is sales promotion</li> <li>5.6 Requirement of sales promotion</li> <li>5.7 Function of sales production department</li> <li>5.8 Sales promotion methods</li> </ul>
<b>Unit- VI MANAGERIAL CONTROL IN MARKETING</b>	6a. apply the managerial skills in industry 6b. apply the knowledge of planning	<b>MANAGERIAL CONTROL IN MARKETING</b> <ul style="list-style-type: none"> <li>6.1 Meaning of managerial control</li> <li>6.2 Four steps in managerial control function</li> <li>6.3 Planning the task</li> <li>6.4 Setting standard of performance</li> <li>6.5 Evolving the means of checking performance <ul style="list-style-type: none"> <li>6.5.1 Control report</li> <li>6.5.2 Distribution cost control</li> </ul> </li> <li>6.6 Analyzing the failures &amp; taking remedial action</li> </ul>
<b>Unit – VII CASE STUDIES OF MARKETING</b>	7a. Develop the skill of selling through case study 7b. Understand how to carry out case study	<b>CASE STUDIES OF MARKETING</b> <ul style="list-style-type: none"> <li>7.1 Selling of truck different from selling soap <ul style="list-style-type: none"> <li>7.1.1 End Product user/who use your product</li> <li>7.1.2 Reasons of buying/why do they buy <ul style="list-style-type: none"> <li>7.1.2.1 Value analysis</li> <li>7.1.2.2 Quality</li> <li>7.1.2.3 Availability of service</li> <li>7.1.2.4 Price</li> <li>7.1.2.5 Past performance</li> <li>7.1.2.6 Operating expense</li> <li>7.1.2.7 Depreciations and also, obsolescence</li> <li>7.1.2.8 Availability of replacement parts</li> <li>7.1.2.9 Cost</li> <li>7.1.2.10 Credit and other financing facilities</li> </ul> </li> <li>7.1.3 Where is you buyer/customer</li> <li>7.1.4 How to motivate the buyer through media</li> </ul> </li> </ul>

		7.1.5 Case study of selling A crane 7.1.6 purpose of purchaser 7.1.7 Function influence on decision of purchase 7.1.8 Factors considered by buyers 7.1.9 Weightage given to various deciding factors 7.1.10 Selecting of E.O.T crane 7.1.11 Effective selling tools and techniques
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## 6. SUGGESTED SPECIFICATION TABLE WITH HOURS & MARKS (THEORY)

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks			
			R Level	U Level	A Level	Total
I	Introduction /concept of marketing	8	0	0	7	7
II	Marketing research	6	0	7	0	7
III	Marketing process	10	7	7	0	14
IV	Forecasting	6	0	7	0	7
V	Training an industrial salesmen	10	7	0	7	14
VI	Managerial control in marketing	6	0	0	7	7
VII	Case studies of marketing	10	7	7	0	14
	<b>TOTAL</b>	<b>56</b>	<b>21</b>	<b>28</b>	<b>21</b>	<b>70</b>

**Legends:** R = Remember ; U = Understand ; A = Apply and above levels  
(Bloom's revised taxonomy)

**NOTE:** - Suggested specification table shall be treated as a general guidance for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

## 7. SUGGESTED LIST OF EXERCISE/PRACTICAL/EXPERIMENTS

The practical/exercises should be properly designed and implemented with an attempt to develop different types of skills (**outcomes in psychomotor and affective domain**) so that students are able to acquire the competencies/programme outcomes. Following is the list of practical exercises for guidance.

**Note:** Here only outcomes mainly in psychomotor domain are listed as practical/exercises. However, If these practical/exercises are completed appropriately, they would also lead to development of certain outcomes in affective domain which would in turn lead to development of **Course Outcomes** related to affective domain. Thus overall development of **Programme Outcomes** (as given in a common list at the beginning of curriculum document for this programme) would be assured.

Faculty should refer to that common list and should ensure that students also acquire outcomes in affective domain which are required for overall achievement of Programme Outcomes/Course Outcomes

<b>S. No.</b>	<b>Unit No.</b>	<b>Exercise /Practical</b> (Outcomes in psychomotor domain)	<b>Approx. Hrs. Required</b>
1.	I	Describe scope of marketing management in industry.	2
2.	I	Describe the concept of market.	2
3.	II	Describe the Objective of marketing research & advantages, Scope of marketing research.	2
4.	II	Describe the market research procedure and market research techniques.	2
5.	III	Describe the marketing strategies.	2
6.	III	Describe the cost of marketing.	2
7.	IV	Describe the forecasting and purpose of sales forecasting and its basic elements.	2
8.	IV	Describe the sales forecasting techniques.	2
9.	V	Describe sales promotion and its requirements.	2
10.	V	Describe the function of sales promotion departments and sales promotion methods.	2
11.	V	Describe area or subject matters of training industrial salesman	2
12.	VI	Describe the managerial functions of marketing.	2
13.	VII	Discussed case study of selling a crane to industrial customer	2
14.	VII	Describe case study of Selling of truck is different from selling soap.	2
<b>Total Hrs.</b>			<b>28</b>

## 8. SUGGESTED LIST OF PROPOSED STUDENTACTIVITIES

Following is the list of proposed student activities:

- 8.1 Prepare a question bank.
- 8.2 10 min PPT presentation on the given topic from the syllabus or beyond the syllabus
- 8.3 Report writing on various topics from syllabus and beyond syllabus
  - 8.3.1 Prepare a case study on selling Heat exchanger.
  - 8.3.2 Prepare a case study on selling Welding power source.

## 9. SPECIAL INSTRUCTIONAL STRATEGIES (if any)

- i. Arrange expert lecture of marketing person.
- ii. Show video films/animation films/photographs of different marketing firm

## 10. SUGGESTED LEARNING RESOURCES

### A. List of Books

Sr . No.	Title of Book	Author	Publication
1.	Industrial Engineering & Management	O.P Khanna	Dhanpatrai
2.	Industrial Engineering and Management Science	T.R. Banga	Khanna
3.	Marketing of Industrial Products	R.C Vadhar	Industrial Publication Company
4.	Industrial Engineering & Operation Management	S.K.sharma Savita Sharma	S.K.Kataria & Sons
5.	Marketing management	philip kotler	[Kindle Edition]

### B. List of Major Equipment/Instrument

- i. LCD Projector
- ii. Laptop

### C. List of Software/Learning Websites

- i. <http://www.gktoday.in/meaning-functions-of-marketing-management/>
- ii. <http://www.businessdictionary.com/definition/marketing-management.html>
- iii. <http://www.yourarticlelibrary.com/marketing/marketing-management-meaning-and-importance-of-marketing-management-explained/25885/>
- iv. <http://www.investopedia.com/articles/financial-theory/11/small-business-marketing-techniques.asp>

## 11. COURSE CURRICULUM DEVELOPMENT COMMITTEE

### Faculty Members from Polytechnics

- **Prof. P. B. Pathak**, I/C HOD, Deptt. of Fabrication Technology, Sir B.P.I., Bhavnagar
- **Prof. B. K. Gandhi**, Sr. Lecturer, Deptt. of Fabrication Technology, Sir B.P.I., Bhavnagar
- **Prof. S. Y. Merchant**, Sr. Lecturer, Deptt. of Fabrication Technology, Sir B.P.I., Bhavnagar
- **Prof. A. M. Gohil**, Lecturer, Deptt. of Fabrication Technology, Sir B.P.I., Bhavnagar
- **Prof. N. M. Bhangale**, Lecturer, Deptt. of Fabrication Technology, Sir B.P.I., Bhavnagar

### Co-coordinator and Faculty Members from NITTTR Bhopal