



**University of Kerala**

Discipline	BUSINESS MANAGEMENT				
Course Code	UK2DSCMGT101				
Course Title	MARKETING MANAGEMENT				
Type of Course	DSC				
Semester	II				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. 2.				
Course Summary	Introduces Marketing Concepts and Marketing Environment. Describes levels and basis of Markets Segmentations, Market Positioning, Processes and Functions of Marketing.				

**Detailed Syllabus:**

Module	Unit	Content	Hrs
<b>I</b>	<b>Introduction</b>		<b>12</b>
	1	Introduction: Nature, Scope and Importance, Functions, Marketing Mix	
	2	Marketing Concepts: Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept and Holistic Marketing Concept.	
	3	Marketing Environment: Factors Influencing Marketing Environment, Micro and Macro Environment	
<b>II</b>	<b>Market Segmentation, Targeting and Positioning</b>		<b>8</b>
	4	Market Segmentation: Need and Criteria for Segmentation, Levels of Market Segmentation, Basis for Segmenting Consumer Markets	
	5	Targeting: Meaning, Steps in Targeting- Product Differentiation	
	6	Positioning: Meaning, Positioning Strategies Difference Between Segmentation, Targeting and Positioning- Market Research	
<b>III</b>	<b>Product &amp; Pricing Decisions</b>		<b>14</b>
	7	Product Decisions: Concept of Product, Product Classification, Product Line and Product Mix Decisions	
	8	Concept of Product Life Cycle (PLC), PLC Marketing Strategies.	
	9	New Product Development- Stages	
	10	Packaging and Labelling- Branding Decisions	
	11	Pricing Decisions: Determinants of Price, Pricing Strategies	
<b>IV</b>	<b>Promotion and Marketing Channels</b>		<b>14</b>

	12	Promotion Mix: Factors Determining Promotion Mix, Promotion Tools- Advertising, Sales Promotion, Personal Selling, Public Relations, Publicity and Event Management and Experiences.	
	13	Place (Marketing Channels): Channel Functions, Channel Levels, Types of Intermediaries	
	14	Types Of Wholesalers, Types of Retailers	
<b>V</b>	<b>Recent Trends in Marketing</b>		<b>12</b>
	15	Green Marketing- Influencer Marketing - Chatbots	
	16	Social Media Marketing	
	17	Digital Marketing- Augmented Reality	
	18	Influence of Artificial Intelligence in Marketing	