

DEPARTMENT OF COMMERCE				CLASS: I M.Com				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
II	Major Elective	21P2KME2	Marketing Management	4	5	25	75	100

Nature of Course			
Knowledge and Skill oriented			Employability oriented
			Entrepreneurship oriented

Course Objectives						
<ul style="list-style-type: none"> To highlight the various marketing functions and to impart necessary skills which help the students to choose a career in the field of marketing. To provide basic knowledge about the latest trends in marketing. To highlight the pricing policies To provide knowledge about the channels of distribution and promotional strategy 						
Unit	Course Contents			Hours	K level	CLO
I	Introduction to Marketing Management Meaning – Marketing Concept – Marketing Environment - Global Marketing Environment - Understanding the External Environment- Environmental Scanning- Understanding the Performance Environment - Understanding the Internal Environment.– Marketing Mix –Marketing Planning and Strategy.			15	Up to K2	CLO 1
II	Product & Pricing Product - Definition - Product Policy – Product Classification – Product Mix – Product Line – Brand Policy – Packaging and labeling decisions – Legal aspects – Product Life Cycle – Marketing Strategies in different stages. Pricing - Pricing policies – Objectives and Strategies – Factors that affect price decisions – Kinds of pricing – Special problems in pricing			15	Up to K4	CLO 2
III	Logistics and Promotion Logistics – Supply Chain - Importance of Logistics and Supply Chain – Functions of Logistics Management - Channel Structure – Relationship Management – Channel Relationships – Leadership – Logistical Service Alliances – Factors Stimulating service based alliances – Various Approaches to Study Channels – Factors considered in the selection of channels – Wholesalers – Retailers – Management of physical distribution. Promotion – Promotional Mix – Advertising – Personal Selling – Sales Promotion – Publicity and Public relation.			15	Up to K3	CLO 3

IV	Service Marketing Introduction - Definition - 3 P's- People, Process and Physical evidence - Reasons for Growth - Characteristics of Services – Intangibility – Inseparability – Heterogeneity – Perishability - Ownership - Marketing Mix in Service Marketing - Service Quality – Role of Women in service marketing.	15	Up to K4	CLO 4
V	Market Research Marketing Research -Definitions of Marketing Research-Marketing Information Systems-Commissioning Market Research - The Marketing Research Process-Market and Advertisement-Testing-Marketing Research and Ethics-International Marketing Research	15	Up to K5	CLO 5

Book for Study

RSN Pillai and Bhagavathi, “**Marketing Management**”, 2015, S.Chand & Sons, New Delhi.

Books for Reference

1. Philip Kotler & Kevi Lane Keller, “**Marketing Management**”, Fifteenth Edition, 2015, Pearsons Publications.
2. Ramaswamy & Namakumari, “**Marketing Management**”, Fifteenth Edition, 2013, McGraw Hill Education (India) Pvt. Ltd., New Delhi.
3. Rajan Nair & C B Gupta, “**Marketing Management**”, Fourteenth Edition, 2011, Sultan Chand & Sons.
4. SA. Sherlekar & R. Krishnamoorthy, “**Marketing Management – Concepts and Cases**”, Fourteenth Edition, 2016, Himalaya Publishing House.

Web Resources

1. <https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>
2. <https://blog.hubspot.com/marketing/product-classification>
3. <https://www.encyclopedia.com/management/encyclopedias-almanacs-transcripts-and-maps/pricing-policy-and-strategy#:~:text=Generally%2C%20pricing%20policy%20refers%20to,value%2C%20demand%2C%20and%20competition.>
4. <https://corporatefinanceinstitute.com/resources/knowledge/other/distribution-channel/>

Pedagogy: Chalk & Talk, Exercise, Assignments, & PPTs

Rationale for Nature of the Course: Can be a sales person by acquiring selling skills in any business having distinct marketing division

Activities to be given

1. Demo on various marketing mix with suitable example
2. Demo selling skills through personal selling models
3. Assignment of Creating a Brand Name and preparing advertisement slogans for a new product
4. Prepare advertisement copy and slogan independently

Name of the Course Designer: Dr. S. Selvakumar, Assistant Professor.

Lesson Plan

Unit	<i>Course Content</i>	Hours	Mode of Teaching
I	Introduction to Marketing Management Meaning – Marketing Concept – Marketing Environment - Global Marketing Environment - Understanding the External Environment- Environmental Scanning	8	Chalk & Talk, PPTs, Quiz
	Understanding the Performance Environment - Understanding the Internal Environment.– Marketing Mix – Marketing Planning and Strategy.	7	
II	Product & Pricing Definition - Product Policy – Product Classification – Product Mix – Product Line – Brand Policy – Packaging and labeling decisions – Legal aspects – Product Life Cycle	8	Chalk & Talk, PPTs, Quiz Case lets
	Marketing Strategies in different stages. Pricing - Pricing policies – Objectives and Strategies – Factors that affect price decisions – Kinds of pricing – Special problems in pricing	7	
III	Logistics and Promotion Logistics – Supply Chain - Importance of Logistics and Supply Chain – Functions of Logistics Management - Channel Structure – Relationship Management – Channel Relationships – Leadership – Logistical Service Alliances – Factors Stimulating service based alliances	8	Chalk & Talk, PPTs, Case studies, Quiz,
	Various Approaches to Study Channels – Factors considered in the selection of channels – Wholesalers – Retailers – Management of physical distribution. Promotion – Promotional Mix – Advertising – Personal Selling – Sales Promotion – Publicity and Public relation.	7	
IV	Service Marketing Introduction - Definition - 3 P’s- People, Process and Physical evidence - Reasons for Growth - Characteristics of Services – Intangibility – Inseparability	8	Chalk & Talk, PPTs, Quiz
	Heterogeneity – Perishability - Ownership - Marketing Mix in Service Marketing - Service Quality.	7	
V	Market Research Marketing Research -Definitions of Marketing Research-Marketing Information Systems-Commissioning Market Research-The Marketing Research Process	8	Chalk & Talk, Quiz Assignment, PPTs, Case studies
	Market and Advertisement-Testing-Marketing Research and Ethics-International Marketing Research	7	

Course Learning Outcomes

CLOs	On completion of the course, the students should be able to	K- Level
CLO 1	Elaborate various concepts and latest trends in marketing.	Up to K2
CLO 2	Categorize different Product and Pricing Mix.	Up to K4
CLO 3	Apply appropriate logistic model and suitable promotional mix	Up to K3
CLO 4	Analyze service marketing mix and their role in marketing decisions.	Up to K4
CLO 5	Interpret the marketing issues by conducting marketing research.	Up to K5

Mapping of Course Learning Outcomes (CLOs) with Programme Outcomes (POs)

(CLOs)	Programme Outcomes (with Graduate Attributes)					
	PO 1 (Knowledge Base)	PO 2 (Problem Analysis & Investigation)	PO 3 (Communication Skills & Design)	PO 4 (Individual and Team Work)	PO 5 (Professionalism Ethics and equity)	PO 6 (Life Long Learning)
CLO 1	3	2	2	3	2	3
CLO 2	3	2	2	3	2	3
CLO 3	3	2	3	3	2	3
CLO 4	3	2	2	3	2	3
CLO 5	3	3	3	3	2	3

3- Advance Application 2- Intermediate Level 1- Basic Level

Mapping of Course Learning Outcomes (CLOs) with Programme Specific Outcomes (PSOs)

(CLOs)	Programme Specific Outcomes (with Graduate Attributes)					
	PSO 1 (Knowledge Base)	PSO 2 (Problem Analysis & Investigation)	PSO 3 (Communication Skills & Design)	PSO 4 (Individual and Team Work)	PSO 5 (Professionalism Ethics and equity)	PSO 6 (Life Long Learning)
CLO 1	3	2	2	3	2	3
CLO 2	3	2	2	3	2	3
CLO 3	3	2	3	3	2	3
CLO 4	3	2	2	3	2	3
CLO 5	3	3	3	3	2	3

3- Advance Application 2- Intermediate Level 1- Basic Level

Formative Examination- Blue Print
Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)

CIA	CLOs	K- Level	Section A Short Answers		Section B (Either/or Choice)		Section C (Open Choice)	
			No.of Questions	K Level	No.of Questions	K Level	No.of Questions	K Level
I	CLO 1	Up to K2	3	K2, K2,K2	2	K2&K2	1	K2
	CLO 2	Up to K4	2	K3, K3	2	K4&K4	2	K3& K4
II	CLO 3	Up to K3	2	K2& K3	2	K3&K3	2	K2& K3
	CLO 4	Up to K4	3	K2, K2, K3	2	K4&K4	1	K4
No. of Questions to be asked			5		4		3	
No. of Questions to be answered			5		2		2	
Marks for each question			2		5		10	
Total Marks for each section			10		10		20	

Distribution of Marks with K Levels CIA I & CIA II

CIA	K Levels	Section A (Short Answer Questions)	Section B (Either/Or Choice)	Section C (Open Choice)	Total Marks	% of (Marks without choice)
I	K2	6	10	10	26	43.34
	K3	4	-	10	14	23.33
	K4	-	10	10	20	33.33
	Marks	10	20	30	60	100
II	K2	6		10	16	26.67
	K3	4	10	10	24	40
	K4	-	10	10	20	33.33
	Marks	10	20	30	60	100

CLO5 will be allotted for individual Assignment which carries five marks as part of CIA component.

Summative Examination -Blue Print
Articulation Mapping – K Levels with Course Learning Outcomes (CLOs)

S.No	CLOs	K- Level	Section A MCQs	Section B Short Answers	Section C (Either/or Choice)	Section D (Open Choice)
1	CLO 1	Up to K2	2 (K1&K1)	1 (K1)	2 (K1&K1)	1(K2)
2	CLO 2	Up to K4	2 (K2&K3)	1 (K2)	2 (K3&K3)	1(K4)
3	CLO 3	Up to K3	2 (K2&K3)	1 (K1)	2 (K2&K2)	1(K3)
4	CLO 4	Up to K4	2 (K3&K4)	1 (K2)	2 (K4&K4)	1(K4)
5	CLO 5	Up to K5	2 (K3&K4)	1 (K3)	2 (K4&K4)	1(K5)
No. of Questions to be asked			10	5	10	5
No. of Questions to be answered			10	5	5	3
Marks for each question			1	2	5	10
Total Marks for each Section			10	10	25	30

Distribution of Marks with K Level for Summative Examination

K Levels	Section A (Multiple Choice Questions)	Section B (Short Answer Questions)	Section C (Either/Or Choice)	Section D (Open Choice)	Total Marks	% of (Marks without choice)	Consolidated %
K1	2	4	10	-	16	13.33	35
K2	2	4	10	10	26	21.67	
K3	4	2	10	10	26	21.67	21.67
K4	2	-	20	20	42	35	35
K5	-	-	-	10	10	8.33	8.33
Total	10	10	50	50	120	100	100

NB: Higher level of performance of the students is to be assessed by attempting higher level of K levels.