

Academic Course Description

<p>BHARATH UNIVERSITY Faculty of Engineering and Technology Department of Mechanical Engineering</p> <p>BBA003 - MARKETING MANAGEMENT Seventh Semester 2015-2016 – Odd Semester</p>
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Course description

To learn about consumer marketing.
To study about demographic factors
To study about retailing process

Compulsory/Elective course: Elective (open)

Credit & contact hours : 3 credits & 45 hours

Course Coordinator : Ms.Pavithra

Instructors : Mr.Jeswin Arputha Raj

Name of the instructor	Class handling	Office location	Office phone	Email (domain:@ bharathuniv.ac.in	Consultation
Mr.Jeswin Arputha Raj	VII Sem Mech	JR008		Jeswinarputharaj.mech@bharathuniv.ac.in	9.00 - 9.50 AM

Relationship to other courses:

Pre –requisites : Professional courses

Assumed knowledge : About market presence

Following courses :

Syllabus Contents

UNIT I INTRODUCTION

9 hours

Definition- Marketing Process- Dynamics- Needs- Wants and demands-Marketing Concepts- Environment Mix-Types- Philosophies- Selling Vs Marketing- Organizational- Industrial Vs Consumer Marketing. Consumer Goods- Industrial Goods- Product Hierarchy.

UNIT II BUYING BEHAVIOUR & MARKET SEGMENTATION

9 hours

Cultural- Demographic Factors- Motives- Types- Buying Decisions- Segmentation factors- Demographic, Psychographic & Geographic Segmentation- Process- Patterns.

UNIT III PRODUCT PRICING AND MARKETING RESEARCH**9 hours**

Objectives- Pricing- Decisions & Pricing Methods- Pricing Management- Introduction- Uses- Process of Marketing Research.

UNIT IV MARKETING PLANNING AND STRATEGY FORMULATION**9 hours**

Components of marketing plan- Strategy formulation and marketing process- Implementation- Portfolio Analysis- BCG- GEC grids.

UNIT- V ADVERTISING, SALES PROMOTION AND DISTRIBUTION**9 hours**

Characteristics- Impact- Goals- Types- Sales promotion- Point of Purchase- Unique selling proposition- Whole selling- Retailing- Channel Design- Logistics- Modern trends in retailing.

Total :45 hours**TEXT BOOKS:**

1. S.S.Khanka, “Entrepreneurial Development”, S. Chand & Co. Ltd., Ram Nagar, New Delhi, 1999.
2. Hisrich RD and Peters MP, “Entrepreneurship”, 5th Edition, Tata McGraw Hill, 2002.

REFERENCES:

1. Rabindra Kanungo, “Entrepreneurship and Innovation”, Sage Publications, New Delhi, 1999
2. ED II. Faculty & External Experts-A Hand book for New Entrepreneurs Publishers: Entrepreneurial Development, Institute Of India, and Ahmedabad, 1986.
3. depintegraluniversity.in/userfiles/Entrepreneurship%20Development.pdf
4. bookboon.com/en/entrepreneurship-ebooks

Computer usage: Nil**Professional component**

General	-	0%
Basic Sciences	-	0%
Engineering sciences & Technical arts	-	0%
Professional subject	-	100%

Broad area: Marketing and Management**Test Schedule**

S. No.	Test	Tentative Date	Portions	Duration
1	Cycle Test-1	August 2nd week	Session 1 to 14	2 Periods
2	Cycle Test-2	September 2nd week	Session 15 to 28	2 Periods
3	Model Test	October 2nd week	Session 1 to 45	3 Hrs
4	University Examination	TBA	All sessions / Units	3 Hrs.

Mapping of Instructional Objectives with Program Outcome

To learn about consumer marketing. To study about demographic factors To study about retailing process	Correlates to program outcome		
	H	M	L
1. To learn marketing concepts between industry and consumer.			
2. To learn about demographic factors.	l	a,d,h	
3. To study about pricing methods.	g,j,l		
4. To learn about portfolio analysis.	l	h	e
5. To study about advertising and sales methods.	j		b
6. Learn to be an entrepreneur			a,e

H: high correlation, M: medium correlation, L: low correlation

Draft Lecture Schedule

S.NO	Topics	Problem solving (Yes/No)	Text / Chapter
UNIT I INTRODUCTION			
1.	Introduction - Marketing Process	No	T1, T2,R1
2.	Dynamics- Needs- Wants and demands-	No	
3.	Marketing Concepts	No	
4.	EnvironmentMix, Types and Philosophies	No	
5.	Selling Vs Marketing	No	
6.	Organizational- Industrial Vs Consumer Marketing.	No	
7.	ConsumerGoods- Industrial Goods-		
8.	Product Hierarchy.	No	
9.	Discussing case studies	No	
UNIT II BUYING BEHAVIOUR & MARKET SEGMENTATION			
10.	Cultural buying behaviour	No	T1, T2,R2,3
11.	Demographic Factors-	No	
12.	Motives- Types- Buying Decisions-		
13.	Segmentation factors	No	
14.	Demographic segmentation,	No	
15.	Psychographic segmentation	No	
16.	& Geographic Segmentation-.	No	
17.	Process of segmentation	No	
18.	Segmentation Patterns	No	
UNIT III PRODUCT PRICING AND MARKETING RESEARCH			
19.	Objectives of pricing	No	T1, T2,R1,2
20.	Pricing strategies	No	
21.	Decisions & Pricing Methods	No	
22.	Pricing Management- Introduction	No	
23.	Uses of pricing management	No	
24.	Introduction to Marketing Research.	No	
25.	Process ofMarketing Research.	No	
26.	Case studies on pricing and market research	No	
27.	Student activity on Pricing a product	No	
UNIT IV MARKETING PLANNING AND STRATEGY FORMULATION			
28.	Components of marketing plan	No	T2,R2,3
29.	Strategy formulation	No	
30.	Marketing process	No	
31.	Implementation of strategy	No	
32.	PortfolioAnalysis	No	
33.	PortfolioAnalysis-	No	
34.	BCG grid	No	
35.	GEC grids	No	
36.	Student seminar	No	
UNIT- V ADVERTISING, SALES PROMOTION AND DISTRIBUTION			
37.	Characteristics of advertising	No	T2,R2,3
38.	Impact- Goals and Types of advertising	No	
39.	Sales promotion	No	

40.	Point of Purchase	No	
41.	Unique selling proposition&Characteristics	No	
42.	Whole selling- Retailing	No	
43.	Channel Design	No	
44.	Logistics	No	
45.	Modern trends in retailing	No	

Teaching Strategies

The teaching in this course aims at establishing a good fundamental understanding of the areas covered using:

- Formal face-to-face lectures
- Student seminars which allow the sharing of ideas among young minds.
- Small periodic quizzes, and sharing of tidbits of related information
- Audio Visual – power point presentations

Evaluation Strategies

Cycle Test – I	-	5%
Cycle Test – II	-	5%
Model Test	-	10%
Assignment / Seminar / Online Test / Quiz	-	5%
Attendance	-	5%
Final exam	-	70%

Prepared by Ms.Pavithra

Addendum

ABET Outcomes expected of graduates of B.Tech / MECH / program by the time that they graduate:

- The ability to apply knowledge of mathematics, science, and engineering fundamentals.
- The ability to identify, formulate and solve engineering problems.
- The ability to design a system, component, or process to meet the desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.
- The ability to design and conduct experiments, as well as to analyze and interpret data
- The ability to use the techniques, skills, and modern engineering tools necessary for engineering practice.
- The ability to apply reasoning informed by the knowledge of contemporary issues.
- The ability to broaden the education necessary to understand the impact of engineering solutions in a global, economic, environmental, and societal context.
- The ability to understand professional and ethical responsibility and apply them in engineering practices.
- The ability to function on multidisciplinary teams.

- j) The ability to communicate effectively with the engineering community and with society at large.
- k) The ability in understanding of the engineering and management principles and apply them in project and finance management as a leader and a member in a team.
- l) The ability to recognize the need for, and an ability to engage in life-long learning.

Program Educational Objectives

PEO1: PREPARATION:

Mechanical Engineering graduates are enthusiastic to provide strong foundation in mathematical, scientific and engineering fundamentals necessary to analyze, formulate and solve engineering problems in the field of Mechanical Engineering.

PEO2: CORE COMPETENCE:

Mechanical Engineering graduates have competence to enhance the skills and experience in defining problems in the field of Mechanical Engineering and Technology design and implement, analyzing the experimental evaluations, and finally making appropriate decisions.

PEO3: PROFESSIONALISM:

Mechanical Engineering graduates made competence to enhance their skills and embrace new thrust areas through self-directed professional development and post-graduate training or education.

PEO4: PROFICIENCY:

Mechanical Engineering graduates became skilled to afford training for developing soft skills such as proficiency in many languages, technical communication, verbal, logical, analytical, comprehension, team building, inter personal relationship, group discussion and leadership skill to become a better professional.

PEO5: ETHICS:

Mechanical Engineering graduates are morally merged to apply the ethical and social aspects of modern Engineering and Technology innovations to the design, development, and usage of new products, machines, gadgets, devices, etc.

BBA003 - MARKETING MANAGEMENT

Course Teacher Jeswin Arputha Raj	Signature
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Course Coordinator
Ms.Pavithra

HOD/MECH