

GANPAT UNIVERSITY									
FACULTY OF ENGINEERING & TECHNOLOGY									
Programme	Bachelor of Technology				Branch/Spec.	Computer Science and Business Systems			
Semester	IV				Version	1.0.0.0			
Effective from Academic Year	2022-23				Effective for the batch Admitted in	July 2021			
Subject code	2CSBS4107	Subject Name			Marketing Research & Marketing Management				
Teaching scheme					Examination scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	-	-	-	2	Theory	40	60	100
Hours	2	-	-	-	2	Practical	-	-	-
Pre-requisites									
Basics of Financial Management									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	Explain basic marketing concepts.								
CO2	Comprehend the dynamics of marketing and analyse how its various components interact with each other in the real world.								
CO3	Leverage marketing concepts for effective decision making.								
CO4	Apply marketing strategies for the different domains								
CO5	Demonstrate basic concepts and application of statistical tools in Marketing research.								
Theory syllabus									
Unit	Content								Hrs.
1	Marketing Concepts and Applications: Introduction to Marketing & Core Concepts, Marketing of Services, Importance of marketing in service sector. Marketing Planning & Environment: Elements of Marketing Mix, Analysing needs & trends in Environment, Macro, Economic, Political, Technical & Social. Understanding the consumer: Determinants of consumer behaviour, Factors influencing consumer behaviour. Market Segmentation: Meaning & Concept, Basis of segmentation, selection of segments, Market Segmentation strategies, Target Marketing, Product Positioning.								05
2	Product Management: Product Life cycle concept, New Product development & strategy, Stages in New Product development, Product decision and strategies, Branding & packaging.								04
3	Pricing, Promotion and Distribution Strategy: Policies & Practices, Pricing Methods & Price determination Policies. Marketing Communication, The promotion mix, Advertising & Publicity, 5 M's of Advertising Management, Marketing Channels, Retailing, Marketing Communication and Advertising.								06
4	Marketing Research: Introduction, Type of Market Research, Scope, Objectives & Limitations, Marketing Research Techniques, Survey Questionnaire design & drafting, Pricing Research, Media Research, Qualitative Research. Data Analysis: Use of various statistical tools, Descriptive & Inference Statistics, Statistical Hypothesis Testing, Multivariate Analysis, Discriminant Analysis, Cluster Analysis, Segmenting and Positioning, Factor Analysis.								08
5	Internet Marketing: Introduction to Internet Marketing, Mapping fundamental concepts of Marketing (7Ps, STP), Strategy and Planning for Internet Marketing.								03
6	Business to Business Marketing: Fundamental of business markets, Organizational buying process, Business buyer needs, Market and sales potential, Product in business markets, Price in business markets, Place in business markets, Promotion in business markets, Relationship, Networks and customer relationship management, Business to Business marketing strategy.								04
Practical content									
NIL									
Text Books									
1	Marketing Management (Analysis, Planning, Implementation & Control) – Philip Kotler								

2	Fundamentals of Marketing – William J. Stanton & Others
3	Marketing Management – V.S. Ramaswamy and S. Namakumari
4	Marketing Research – RajendraNargundkar
Reference Books	
1	Marketing Management – RajanSaxena
2	Marketing Management – S.A. Sherlekar
3	Service Marketing – S.M. Zha
ICT/MOOCs Reference	
1	https://nptel.ac.in/courses/110/107/110107080/
2	https://alison.com/topic/learn/75787/marketing-research-learning-outcomes
3	https://www.tutorialspoint.com/marketing_management/marketing_management_research.htm

Mapping of CO with PO and PSO:															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3	1	2	1	2	0	2	0	3	0	3	2	0	1	0
CO2	3	2	3	2	3	0	2	0	3	0	3	2	0	1	0
CO3	3	3	3	2	3	0	3	0	3	0	3	2	0	1	0
CO4	3	3	2	2	3	0	3	0	3	0	3	2	0	1	0
CO5	3	3	2	2	2	0	3	0	3	0	3	2	0	1	0