



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from - December 2025

Bachelor of Business Administration

Semester – IV

Course Code	UM04MABBA02	Title of the Course	Marketing Management - II
Total Credits of the Course	04	Hours per week	04

Course Objectives:	<ol style="list-style-type: none">1) To Give Insight about Marketing Management.2) To Outline Key Marketing Concepts and its Application to Different Markets.3) To Analyse and Examine the Implementation of Marketing Concepts and Strategy to Firms.4) Attainment of Organisational Marketing Goals.
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Course Content		
Unit No.	Description	Weightage (%)
1	Consumer Behaviour and Market Segmentation: <ul style="list-style-type: none">• Consumer Behaviour: Introduction, Importance, Major Factors Influencing Consumer Behaviour, Types of Buying Decision Behaviour and Stages in Buying Decision Process.• Market Segmentation: Concept, Segmentation Process.	25%
2	Consumerism: <ul style="list-style-type: none">• Concept of Consumerism,• History & Evolution of Consumerism,• Causes of Consumerism,• Consumer Protection Act,• Consumer Movement	25%
3	Service Marketing: <ul style="list-style-type: none">• Introduction of Service Marketing,• Characteristics of Service,• Classification of Service,	25%



	<ul style="list-style-type: none"> • Service Marketing Mix, • Introduction of Service Quality, • Determinants of Service Quality, • 7 P's of Service Marketing. 	
4	Recent Trends in Marketing: <ul style="list-style-type: none"> • Influencer Marketing: Concept, Advantages, Disadvantages. • Direct Marketing: Major Types of Direct Marketing, Advantages, and Disadvantages. • Online Marketing: Advantages and disadvantages, challenges of Online Marketing. • Green Marketing: Meaning, Importance, Problems. 	25%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Identify the scope and significance of marketing in domain industry.
2)	Examine marketing concepts and phenomenon to current business events in the industry.
3)	Coordinate the various marketing environment variables and interpret them for designing marketing strategy for business firms.

Sr. No.	Suggested References:
1)	Marketing Management by Dr. C.B.Gupta. and Dr. Rajan Nair ,Sultan Chand Publication ,New Delhi.



2)	Marketing Management by Philip Kotler.
3)	Marketing Management by S.A.Sherlekar ,Himalaya Publication

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	https://htbiblio.yolasite.com/resources/Marketing%20Book.pdf
2)	https://books.google.co.id/books?id=_2hDwAAQBAJ&printsec=frontcover&hl=id#v=onepage&q&f=false
3)	https://htbiblio.yolasite.com/resources/Marketing%20Book.pdf
4)	https://gnindia.dronacharya.info/MBA/1stSem/Downloads/MarketingManagement/Books/Marketing-Management-text-book-1.pdf