



SARDAR VALLABHBHAI PATEL EDUCATION SOCIETY'S
R. N. G. PATEL INSTITUTE OF TECHNOLOGY - RNGPIT

An Autonomous Institute u/s UGC Act 1956

Approved by AICTE & affiliated to Gujarat Technological University

Bardoli - Navsari Road, At: Isroli (tajpore), Po: Afwa, Tal: Bardoli, Dist: Surat, Pin - 394620
 Phone: 95129 00457, 95129 00458 • Email: Info@rngpit.ac.in • Website: www.rngpit.ac.in

Program Name: Integrated MBA
Level: Under Graduation
Branch: Integrated MBA
Course / Subject Code: 1BB0301
Course / Subject Name: Marketing Management - I

w. e. f. Academic Year:	2025-26
Semester:	III
Category of the Course:	Core Course (CC)

Prerequisite:

Rationale:	
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Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the core concepts, principles, and significance of marketing management in business.	U
02	Analyze consumer behavior, market segmentation, and the role of marketing mix strategies.	A
03	Evaluate different marketing strategies, including digital marketing, branding, and pricing strategies.	E
04	Apply practical marketing concepts through case studies, market research, and promotional planning	A

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)				Total Credits L+T+ (PR/2)+(SL/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	TW/SL	C	Theory		Tutorial / Practical		
					SEE (TH)	IAT	CCE	SEE (P)	
3	1	0	0	4	70	30	50	0	150



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TW/SL: Term Work and Self Learning
 SEE: Semester End Examination
 IAT: Internal Assessment Test
 CCE: Continuous and Comprehensive Evaluation

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Introduction to Marketing Management <ul style="list-style-type: none"> • Concept, Nature, Scope, and Importance of Marketing • Evolution of Marketing: Production, Product, Sales, and Marketing Concepts • Marketing Environment: Internal & External Factors • Marketing Research: Definition, Process, and Techniques • Ethics & Social Responsibility in Marketing 	12	25%
2.	Consumer Behavior and Market Segmentation <ul style="list-style-type: none"> • Concept of Consumer Behavior and its Importance • Factors Affecting Consumer Buying Behavior • Market Segmentation: Types and Bases • Target Market Selection and Positioning Strategies • Consumer Decision-Making Process 	12	25%
3.	Marketing Mix and Branding Strategies <ul style="list-style-type: none"> • The 4Ps of Marketing: Product, Price, Place, and Promotion • Product Life Cycle and New Product Development • Branding, Brand Equity, and Packaging Strategies • Pricing Strategies and Factors Affecting Pricing Decisions • Promotional Tools: Advertising, Sales Promotion, and Public Relations 	12	25%
4.	Modern Marketing Strategies	12	25%



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	<ul style="list-style-type: none"> Digital Marketing: Social Media, SEO, and E-commerce Marketing Relationship Marketing and CRM (Customer Relationship Management) International Marketing and Global Marketing Strategies Green Marketing and Sustainable Practices Marketing Challenges in the 21st Century 		
5.	<p>Students will be engaged in practical activities such as</p> <ul style="list-style-type: none"> Conducting a Market Research Survey Developing a Marketing Plan for a Product or Service Analyzing Successful Branding Strategies of Leading Companies Case Study on Consumer Behavior and Market Segmentation Preparing a Digital Marketing Strategy for a Startup 	12	30 Marks
Total		60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

Evaluation:

Students shall be evaluated on the following components:

A	Continuous and Comprehensive Evaluation	(Internal Assessment – 50 Marks)
	Practical activities suggested in Module V	30 Marks
	Class Presence & Participation	10 Marks
	Quiz	10 Marks
B	Internal Assessment Test	(Internal Assessment-30 Marks)
C	Semester End Examination	(External Assessment-70 Marks)



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References/Suggested Learning Resources:

Books:

1. Kotler, P., & Keller, K. L. (2019). *Marketing management* (15th ed.). Pearson.
2. Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). *MKTG: Principles of marketing* (13th ed.). Cengage Learning.
3. Chandrashekar, P. (2018). *Marketing management: Text and cases*. Oxford University Press.
4. Ramaswamy, V. S., & Namakumari, S. (2018). *Marketing management: A strategic approach*. McGraw Hill.
5. Strauss, J., & Frost, R. (2021). *E-marketing* (8th ed.). Pearson.
6. Solomon, M. R. (2022). *Consumer behavior: Buying, having, and being* (14th ed.). Pearson.

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