



# SWARNANDHRA

## COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

### DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### TEACHING PLAN

Course Code	Course Title	Semester	Branch	Contact Periods /Week	Academic Year	Date of commencement of Semester
24MB2T04	MARKETING MANAGEMENT	I/II	MBA	4	2025-26	2/02/2026
<b>COURSE OUTCOMES</b>						
CO1	Understands the concept of market and marketing.(K1)					
CO2	Identifies the process for market segmentation with its targeting and positioning of products in the market.(K1)					
CO3	Evaluates the concept in the product life cycle with all of its pricing policies. (K2)					
CO4	Determines and describes marketing communication process.(K4)					
CO5	Evaluates channels of distribution along with control concept.(K5)					
UNIT	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
I	CO1: Understands the concept of market and marketing.(K1)	<b>I. Introduction to Marketing</b>				
		1.1	Marketing Needs, Wants,	T1	2	Chalk & Talk, PPT, Active Learning & Tutorial
		1.2	Demands Products, Exchange	T1, T2	1	
		1.3	Transactions	T1	1	
		1.4	Concept of Market and Marketing	T1	1	
		1.5	Marketing Mix (4P's)	T1	2	
		1.6	Concepts of Production, Product	T1	1	
		1.7	Sales and Marketing	T2	1	
		1.8	Societal Marketing, Green Marketing	T1, T2	1	
		1.9	Indian Marketing Environment.	T1	1	
<b>Total</b>					<b>11</b>	
II	CO 2: Identifies the process for market segmentation with its targeting and positioning of products in	<b>II. Market Segmentation</b>				
		2.1	Identification of Market Segments	T1, T2	2	Chalk & Talk, PPT Tutorial, Active Learning & Case
		2.2	Consumer and Institutional/corporate Clientele	T1	1	
		2.3	Segmenting Consumer Markets	T1, T2	1	
		2.4	Segmentation Basis	T1, T3	1	



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	the market.(K1)	2.5	Targeting and Positioning	T1,T3	1	Study
		2.6	Evaluation and Selection of Target Markets	T1,T2	2	
		2.7	Positioning significance	T2,T1	1	
		2.8	Developing Positioning Strategy.	T2	1	
		<b>Total</b>				
<b>III. Product Aspect.</b>						
III	CO 3. Evaluates the concept in the product life cycle with all of its pricing policies. (K2)	3.1	Product, Product Mix	T1	1	Chalk & Talk, PPT, Tutorial
		3.2	Product Life cycle (PLC)	T1	1	
		3.3	Pricing Aspects	T2	1	
		3.4	Obsolescence, Pricing, Objectives of Pricing	T2	1	
		3.5	Methods of Pricing	T2	1	
		3.6	Selecting the Final price	T1,T2	1	
		3.7	Adopting price	T1,T2S	1	
		3.8	Initiating the price cuts	T1,T2	1	
		3.9	Imitating price increases	T1	1	
		3.10	Responding to Competitor's price changes.	T2	1	
<b>Total</b>				<b>10</b>		
<b>IV. Marketing Communication</b>						
IV	CO4. Determines and describes marketing communication process.(K4)	4.1	Communication Process	T1, R2	2	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		4.2	Communication Mix	T1,T2	1	
		4.3	Integrated Marketing Communication	T1,T2	1	
		4.4	Managing Advertising Sales Promotion	T1,T2	2	
		4.5	Public relations and Direct Marketing	T1,T2	1	
		4.6	Sale force- Determining the Sales Force Size-Sales force Compensation.	T1,T2	1	
<b>Total</b>				<b>8</b>		
<b>V. Distribution, Marketing Organization and Control</b>						
V	CO 5. Evaluates channels of distribution along with control concept. (K5)	5.1	Channels of Distribution- Intensive	T1, T2, R2	2	Chalk & Talk, PPT, Active Learning & Tutorial
		5.2	Selective and Exclusive Distribution	T1, T2, R2	1	
		5.3	Organizing the Marketing Department	T1, T2,R2	2	
		5.4	Marketing Implementation	T1, T2,	2	



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		5.5	Control of Marketing Performance	T3, R2	1
		5.6	Annual Plan Control, Profitability Control	T1	1
		5.7	Efficiency Control	T1	1
		5.8	Strategic Control	T1	1
<b>Total</b>					<b>11</b>
<b>Grand Total</b>					<b>50</b>
<b>Case Studies</b>					<b>3</b>
<b>CUMULATIVE PROPOSED PERIODS</b>					<b>53</b>

**Text Books:**

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
T1	Phillip Kotler: "Marketing Management", Pearson Publishers, New Delhi, 2013.
T2	Rajan Saxena: "Marketing Management", Tata McGraw Hill, New Delhi, 2012.

**Reference Books:**

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
R1	V S Ramaswamy & S Namakumari, Marketing Management Global Perspective Indian Context 4th Edition, Mac Millan Publishers 2009.
R2	Tapan K Panda: "Marketing Management", Excel Books, New Delhi, 2012
R3	Paul Baines, Chris Fill, Kelly Page Adapted by Sinha K: "Marketing", Oxford University Press, Chennai, 2013

**Web Details**

1	<a href="http://www.encyclopedia.marketing management.com /article/273193">http://www.encyclopedia.marketing management.com /article/273193</a>
2	<a href="http://www.book.google.co.in">http://www.book.google.co.in</a>
3	<a href="https://www.ntpel.com%20in%20marketing">https://www.ntpel.com%20in%20marketing</a>

	Name	Signature with Date
i.	Faculty	Dr.Manikya Rao.M <i>Manikya Rao</i> 5/2/26
ii.	Course Coordinator	Dr.Manikya Rao.M <i>Manikya Rao</i> 7/2/26
iii.	Module Coordinator	Dr.N. G. S. Prasad <i>N. G. S. Prasad</i> 10/2/26
iv.	Programme Coordinator	Dr.G.Grace <i>G. Grace</i>

  
**Principal**  
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