



BBA

Semester I

Calicut University

# Marketing Management

Course Code: BBA1CJ102 • Module SYLLABUS Notes

# Course Syllabus

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**Course Code:** BBA1CJ102 | **Course Title:** Marketing Management | **Semester:** I

## Module I: Introduction to Marketing & Marketing Environment

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- Unit 1: Marketing Concept, Evolution, Core Concepts, and Holistic Marketing.
- Unit 2: Micro and Macro Marketing Environment – PESTLE & SWOT Analysis.
- Unit 3: Marketing Information System (MIS) and Market Research Process.
- Unit 4: Strategic Marketing Planning, BCG Matrix, and Ansoff Growth Matrix.

## Module II: STP & Consumer Buyer Behavior

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- Unit 5: Market Segmentation – Geographic, Demographic, Psychographic, Behavioral.
- Unit 6: Target Market Selection and Positioning Strategies (Perceptual Mapping).
- Unit 7: Consumer Buying Behavior Model, Factors Influencing Purchases.
- Unit 8: Consumer Buying Decision Process (5 Stages).

## Module III: Product & Pricing Strategies (4 Ps)

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- Unit 9: Product Concept, Classification, Product Mix, Product Line Decisions.
- Unit 10: Product Life Cycle (PLC) Strategies & New Product Development (NPD).
- Unit 11: Branding, Packaging, Labeling, Brand Equity, and Brand Positioning.
- Unit 12: Pricing Objectives, Methods, Strategies (Skimming, Penetration, Psychological).

## Module IV: Distribution Channels & Promotion Mix

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- Unit 13: Distribution Channels – Functions, Types, Channel Conflict, Logistics.
- Unit 14: Integrated Marketing Communication (IMC) & Promotion Mix.
- Unit 15: Advertising, Sales Promotion, Public Relations, Personal Selling.
- Unit 16: Direct Marketing, Digital Marketing, and Sustainable Marketing Trends.

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