

**NIRMA UNIVERSITY**  
**Institute of Management**  
**Master of Business Administration (Family Business &**  
**Entrepreneurship) Programme**  
**Term - II**

<b>L</b>	<b>T</b>	<b>PW</b>	<b>C</b>
<b>1.5</b>	<b>-</b>	<b>-</b>	<b>1.5</b>

<b>Course Code</b>	<b>MFB4CCMM02</b>
<b>Course Title</b>	<b>Marketing Concepts and Practices-II</b>

**Course Learning Outcomes (CLO):**

At the end of the course, the students will be able to:

1. Explain concepts and tools of distribution and promotion.
2. Apply techniques of distribution and promotion.
3. Analyze contemporary issues and practices in marketing.

**Syllabus**

**Teaching Hours**

<p><b>Unit I: Integrated Marketing Communication</b></p> <ul style="list-style-type: none"> <li>• Role and importance of Integrated Marketing Communication</li> <li>• Marketing Communication Mix</li> <li>• Designing and Managing Marketing Communication Mix</li> </ul>	07
<p><b>Unit II: Marketing Channels</b></p> <ul style="list-style-type: none"> <li>• Role and importance of Integrated Marketing Channels</li> <li>• Designing and Managing Marketing Channels</li> <li>• Managing Retailing, Wholesaling and Logistics</li> <li>• Managing Sales Force</li> </ul>	05
<p><b>Unit III: Contemporary Issues</b></p> <ul style="list-style-type: none"> <li>• Service Marketing</li> <li>• Rural Marketing</li> <li>• Holistic Marketing</li> <li>• Sustainable Marketing Practices</li> </ul>	03

**Suggested Readings:**

1. Kotler, P., and Keller, K., Marketing Management (with free Indian Cases Book). Pearson Education.
2. Kumar, A., and N. Meenakshi; Marketing Management, Latest Edition, Vikas Publishing House.
3. Ramaswamy, V.S., and Namakumari, S., Marketing Management, Latest Edition, McGraw Hill Education.

w.e.f. Academic Year 2019-20 and onwards.