

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

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<b>Course Code</b>	<b>MFB4CCMM01</b>
<b>Course Title</b>	<b>Marketing Concepts and Practices-I</b>

**Course Learning Outcomes (CLO):**

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

1. Explain basic concepts, tools/techniques relevant to marketing management.
2. Interpret issues related to customers, competition and marketing environment.
3. Analyze product and price related issues.

<b>Syllabus</b>	<b>Teaching Hours</b>
<b>Unit I: Basic Concepts of Marketing</b> <ul style="list-style-type: none"> <li>• Scope and broadened view of Marketing</li> <li>• Marketing Concepts</li> <li>• Marketing Mix</li> </ul>	07
<b>Unit II: Tools and Techniques Of Marketing</b> <ul style="list-style-type: none"> <li>• Strategic Planning</li> <li>• Marketing Plan</li> <li>• Segmentation, Targeting&amp;Positioning</li> <li>• Brand Equity</li> </ul>	10
<b>Unit III: Customers, Competition And Environment</b> <ul style="list-style-type: none"> <li>• Buyer Behavior (Consumer Buyer Behavior &amp; Business Buyer Behavior)</li> <li>• Dealing with competition</li> <li>• Marketing Environment</li> <li>• Marketing Intelligence Systems</li> </ul>	07
<b>Unit IV: Product And Price Strategies</b> <ul style="list-style-type: none"> <li>• Setting Product Strategy</li> <li>• New Product Development</li> <li>• Pricing Decisions and Strategies</li> </ul>	06

**Suggested Readings:**

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

w.ef. Academic Year 2019-20 and onwards.