

**FYUG FIRST SEMESTER MINOR 1**  
**BBAMN101 MARKETING MANAGEMENT**

**Prepared by**

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# SYLLABUS

**MODULE 1: Basic Concepts of Marketing** - Marketing - Nature, Scope, and importance of marketing. Concept of marketing: Product concept, Production concept, Selling concept and marketing concept. Marketing Vs. selling. Marketing environment: Economic, Political, Social, legal and technological. Portfolio approach : BCG matrix and GE McKinsey matrix (with real world examples)

**MODULE 2: Customer driven market strategy** - Segmentation- Concept. Levels of segmentation. Basis for market segmentation. Targeting- Concept. Targeting strategies. Differentiation: concept and Importance. Positioning- Concept, Positioning strategies. Consumer behaviour- Defining term consumer Meaning and definition of consumer behaviour. Role of consumer behaviour in consumer buying decision process.

**MODULE 3: Marketing mix decisions** - Product decisions- Meaning and Definition of product- Product classification, Components of product mix. Product life cycle and Product life cycle strategies, Pricing decisions: Meaning and definition, Determinants of price, Pricing strategies. Value proposition. Give hands on experience to create value proposition. Promotion decisions: Meaning and definition: Promotion mix- Factors affecting promotion mix, Fundamentals of marketing communication mix- Advertisement, sales promotion, Public relations, Publicity and Personal selling. Distribution: Meaning and definition- Levels of distribution, Types of intermediaries

**MODULE 4: Marketing of Services** -Product vs. Services. Marketing strategies for services- 7P's. Emerging trends in marketing- Digital marketing, Sustainable marketing, Affiliate marketing. Integrated marketing communication. AI marketing- Concept, developing and AI marketing strategy.

**MODULE 5: Open Ended Module** Explore any prominent or new marketing areas by visiting respective business establishments and prepare a report. Brand Development Workshop: Organize a workshop where students create a brand from scratch. This activity would encompass naming the brand, designing a logo, developing a brand identity, and creating a brand positioning statement. Social Media Marketing Campaign: Divide the class into groups and assign each group the task of developing a social media marketing campaign for a hypothetical product or service. Students should identify their target audience, choose appropriate social media platforms, create content, and plan the campaign's timing and frequency. Competitor Analysis Project: Assign students to conduct a detailed competitor analysis for a selected company. This project should include identifying the company's main competitors, analysing their marketing strategies, and suggesting areas where the chosen company can gain a competitive advantage.

## MODULE 1: BASIC CONCEPTS OF MARKETING

### Nature, Scope and Importance of Marketing

#### Meaning of Marketing

Marketing is the process of identifying customer needs and wants, developing products and services to satisfy those needs, pricing them, promoting them, and distributing them to customers.

Marketing is not only selling. It starts **before production** and continues **after sales** through customer service and relationship building.

#### Nature /Features of Marketing

1. **Customer-oriented** – Marketing starts with customer needs.
2. **Goal-oriented** – Aim is profit through customer satisfaction.
3. **Dynamic** – Marketing changes with technology, fashion, income, etc.
4. **Integrated process** – Marketing includes product, price, promotion, place.
5. **Continuous process** – Marketing does not end with sales.
6. **Exchange process** – Buyer gives money, seller gives product (value exchange).

#### Scope of Marketing

Scope means the activities included in marketing.

#### Scope includes:

- Market research
- Product planning
- Branding
- Packaging
- Pricing
- Advertising
- Sales promotion
- Distribution
- Customer service
- After-sales service

## **Importance of Marketing**

1. Helps to identify customer needs
2. Increases sales
3. Increases profit
4. Improves standard of living
5. Creates employment
6. Helps economic development
7. Helps business growth
8. Creates customer satisfaction

## **Concepts of Marketing**

These are the philosophies of marketing management.

### **(1) Production Concept**

This concept says customers prefer **low price and easily available products**.

So companies focus on:

- Mass production
- Low cost
- Wide distribution

**Example:** Basic food products, notebooks, soap

### **(2) Product Concept**

This concept says customers prefer **high quality products**.

So companies focus on:

- Quality
- Performance
- Features
- Innovation

**Example:** Apple, Sony.

### **(3) Selling Concept**

This concept says customers will not buy unless there is **aggressive promotion and selling**.

Used for:

- Insurance
- Unsought goods
- Real estate

Focus on:

- Advertising
- Personal selling
- Sales promotion

### **(4) Marketing Concept**

This is modern concept.

It says:

Company should find customer needs first and then produce product.

**Focus:** Customer satisfaction → Profit

### **Marketing Vs Selling**

| <b>Marketing</b>         | <b>Selling</b>          |
|--------------------------|-------------------------|
| Customer oriented        | Product oriented        |
| Starts before production | Starts after production |
| Focus on satisfaction    | Focus on sales          |
| Long-term profit         | Short-term profit       |
| Research based           | Promotion based         |

## **Marketing Environment**

Marketing environment means **external forces affecting marketing decisions.**

### **Types of Marketing Environment**

#### **(1) Economic Environment**

Includes:

- Income
- Inflation
- Interest rate
- Unemployment

If income increases → demand increases.

#### **(2) Political Environment**

Includes:

- Government policy
- Tax policy
- Import/export policy
- Political stability

#### **(3) Social Environment**

Includes:

- Culture
- Lifestyle
- Education
- Values
- Beliefs

Example: Increase in health consciousness → demand for organic food.

#### **(4) Legal Environment**

Includes:

- Consumer protection law
- Companies Act
- Competition law
- Labour law

## (5) Technological Environment

Includes:

- Internet
- AI
- Automation
- Online shopping
- Digital payment

Technology changed marketing like **Amazon, Flipkart** etc.

### Portfolio Approach

Portfolio approach helps companies **decide where to invest** (which product/business).

### BCG Matrix

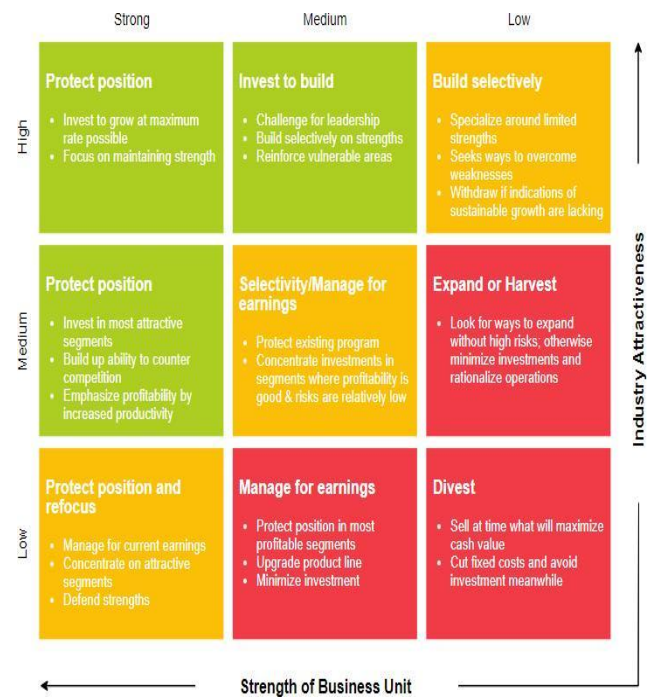
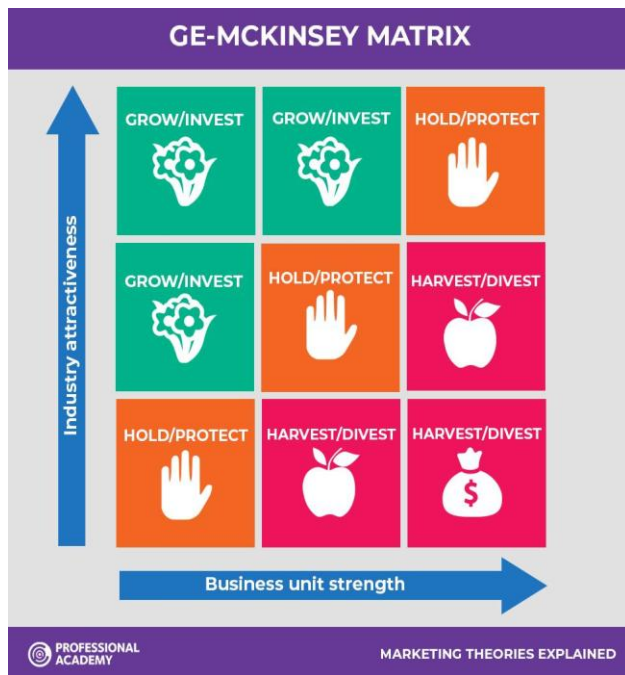
BCG Matrix classifies products based on:

- Market growth rate
- Market share

| Category      | Meaning                  | Strategy         |
|---------------|--------------------------|------------------|
| Stars         | High growth + High share | Invest           |
| Cash Cow      | Low growth + High share  | Generate cash    |
| Question Mark | High growth + Low share  | Invest or remove |
| Dogs          | Low growth + Low share   | Remove           |



## GE McKinsey Matrix



This matrix uses:

- Industry attractiveness
- Business strength

It has **9 cells** and gives strategies:

- Grow
- Hold
- Harvest
- Divest

## MODULE 2: CUSTOMER DRIVEN MARKET STRATEGY

### Market Segmentation

Market segmentation means dividing a large market into **small groups with similar needs**.

### Bases for Segmentation

| Base          | Example             |
|---------------|---------------------|
| Geographic    | City, Village       |
| Demographic   | Age, Gender, Income |
| Psychographic | Lifestyle           |
| Behavioural   | Usage rate          |

### Levels of Segmentation

- Mass marketing
- Segment marketing
- Niche marketing
- Micro marketing

### Targeting

Targeting means selecting which segment to serve.

### Targeting Strategies

| Strategy         | Meaning                                   |
|------------------|---|
| Undifferentiated | One product for all                       |
| Differentiated   | Different products for different segments |
| Concentrated     | One segment focus                         |
| Micromarketing   | Individual customer                       |

### DIFFERENTIATION

Differentiation means making product **different from competitors**.

Company can differentiate by:

- Product quality

- Price
- Design
- Features
- Service
- Brand image

### **Importance**

- Competitive advantage
- Customer loyalty
- Higher profit
- Brand identity

## **POSITIONING**

Positioning means **creating a clear image in customer mind.**

### **Positioning Strategies**

- Price positioning
- Quality positioning
- Use positioning
- Competitor positioning
- Benefit positioning

### **Examples**

- Volvo → Safety
- Lux → Beauty
- Dettol → Protection

## **CONSUMER BEHAVIOUR**

Consumer behaviour means **study of how consumers buy products.**

### **Consumer Buying Decision Process**

1. Need recognition
2. Information search
3. Evaluation of alternatives

4. Purchase decision
5. Post purchase behaviour

### **Importance of Consumer Behaviour**

- Helps in product design
- Helps in pricing
- Helps in promotion
- Helps in distribution
- Helps in segmentation

## MODULE 3: MARKETING MIX DECISIONS

### MARKETING MIX DECISIONS (4Ps)

Marketing mix refers to the set of controllable variables that a firm uses to influence customer response.

#### 4Ps:

1. Product
2. Price
3. Promotion
4. Place (Distribution)

### 1. PRODUCT DECISIONS

#### Meaning and Definition of Product

A **product** is anything that can be offered to a market to satisfy a need or want.

It includes:

- Physical goods
- Services
- Ideas
- Experiences

#### Definition:

“A product is a bundle of physical, service, and symbolic attributes designed to satisfy consumer needs.”

#### Product Classification

##### 1. Consumer Products

Based on buying behavior:

- **Convenience goods** (daily use – soap, milk)
- **Shopping goods** (compared before buying – clothes, furniture)
- **Specialty goods** (unique – luxury cars, branded watches)
- **Unsought goods** (insurance, funeral services)

## 2. Industrial Products

- Raw materials
- Capital goods (machinery)
- Components
- Supplies & services

### Components of Product Mix

Product mix = total range of products offered by a firm.

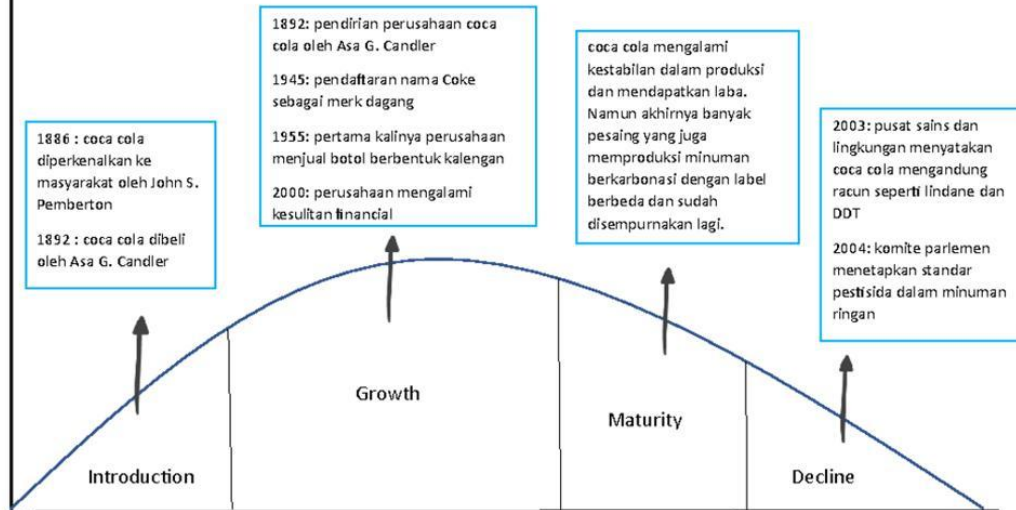
#### Key Elements:

- **Width** → Number of product lines
- **Length** → Total number of items
- **Depth** → Variations of each product
- **Consistency** → Relationship between product lines

### PRODUCT LIFE CYCLE

|                 | Introduction   | Growth  | Maturity                              | Decline   |
|-----------------|--|---|---------------------------------------|---|
| Product         | Offer a basic product                                    | Offer product extensions, service, and warranty   | Diversify brand and models            | Phase out weak items                              |
| Price           | Use cost-plus  | Price to penetrate market                         | Price to match or beat competitors    | Cut price   |
| Distribution    | Build selective distribution                             | Build intensive distribution                      | Build more intensive distribution     | Go selective: phase out unprofitable outlets      |
| Advertising     | Build product awareness among early adopters and dealers | Build awareness and interest in the mass market   | Stress brand differences and benefits | Reduce to level needed to retain hard-core loyals |
| Sales Promotion | Use heavy sales promotion to entice trial                | Reduce to take advantage of heavy consumer demand | Increase to encourage brand switching | Reduce minimal level                              |

## Product Life Cycle Coca Cola



[https://accurate.id/marketing-manajemen/pengertian-siklus-hidup-produk/#Contoh\\_Siklus\\_Hidup\\_Produk](https://accurate.id/marketing-manajemen/pengertian-siklus-hidup-produk/#Contoh_Siklus_Hidup_Produk)

<https://www.gurupendidikan.co.id/siklus-hidup-produk/>

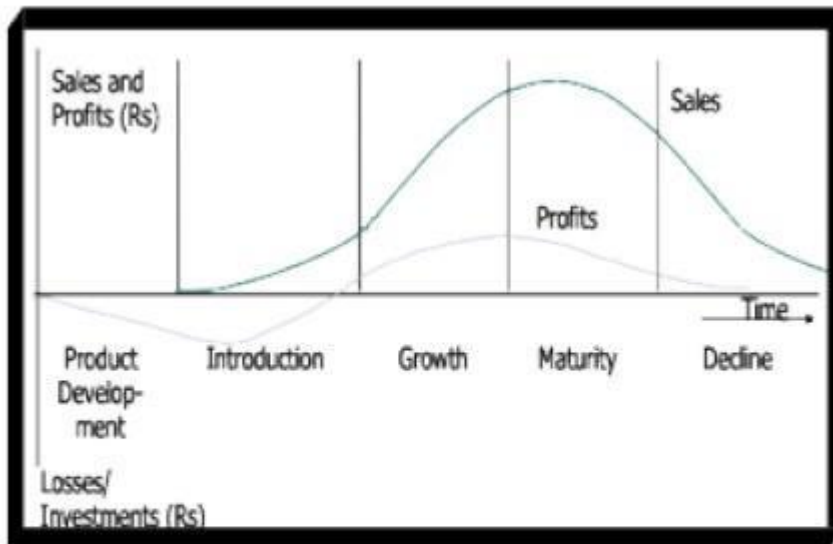


Figure 3.3.2 The Product Life Cycle curve

## **Product Life Cycle (PLC)**

Stages a product passes through:

1. Introduction Stage
  - Low sales, high cost
  - Strategy: Heavy promotion
2. Growth Stage
  - Rapid sales growth
  - Strategy: Improve product, expand distribution
3. Maturity Stage
  - Peak sales, high competition
  - Strategy: Differentiation, discounts
4. Decline Stage
  - Falling sales
  - Strategy: Reduce cost or withdraw product

## **Product Life Cycle Strategies**

- Intro → Awareness creation
- Growth → Market expansion
- Maturity → Product modification, repositioning
- Decline → Harvest or discontinue

## **PRICING DECISIONS**

Meaning and Definition

Price is the amount of money charged for a product.

Definition:

“Price is the value exchanged by customers to obtain a product.”

## **DETERMINANTS OF PRICE**

Internal Factors:

- Cost of production
- Profit objectives

- **Marketing strategy**

External Factors:

- Demand
- Competition
- Government policies
- Economic conditions

### PRICING STRATEGIES

- Penetration Pricing → Low price to enter market
- Skimming Pricing → High initial price
- Competitive Pricing
- Discount Pricing
- Psychological Pricing (₹99 instead of ₹100)
- Value-based Pricing

### VALUE PROPOSITION

Meaning

A value proposition explains why a customer should buy a product.

👉 It answers:

- What value is offered?
- Why is it better than competitors?

### Steps to Create Value Proposition (Hands-on)

Step 1: Identify Customer Need

Example: Students need affordable online learning

Step 2: Define Product Benefit

Example: Easy-to-understand video lessons

Step 3: Identify Unique Advantage

Example: Malayalam explanation + low price

Step 4: Write Value Proposition

Example:  
“Affordable and easy-to-understand online classes in Malayalam designed for students to succeed in exams.”

## **PROMOTION DECISIONS**

Meaning and Definition

Promotion refers to communication with customers to inform and persuade them.

### **Promotion Mix**

1. Advertising
2. Sales Promotion
3. Public Relations
4. Publicity
5. Personal Selling

### **Factors Affecting Promotion Mix**

- Nature of product
- Target market
- Budget
- Stage of PLC
- Competition

### **Marketing Communication Mix (Fundamentals)**

#### **1. Advertising**

- Paid communication
- Mass audience
- Example: TV ads

#### **2. Sales Promotion**

- Short-term incentives
- Example: Discounts, coupons

#### **3. Public Relations (PR)**

- Build company image

- Example: Press releases

#### **4. Publicity**

- Free media coverage
- Example: News reports

#### **5. Personal Selling**

- Face-to-face selling
- Example: Sales representatives

### **DISTRIBUTION (PLACE DECISIONS)**

#### Meaning and Definition

Distribution refers to making the product available to customers.

#### **Levels of Distribution**

1. Zero-level (Direct)
  - Producer → Consumer
2. One-level
  - Producer → Retailer → Consumer
3. Two-level
  - Producer → Wholesaler → Retailer → Consumer

#### **Types of Intermediaries**

1. Wholesalers
  - Buy in bulk
  - Sell to retailers
2. Retailers
  - Sell directly to consumers
3. Agents
  - Act on behalf of company
4. Brokers
  - Bring buyers and sellers together

## MODULE 4: MARKETING OF SERVICES

### Product Vs Services

| Product            | Service                         |
|--------------------|---------------------------------|
| Tangible           | Intangible                      |
| Can store          | Cannot store                    |
| Ownership transfer | No ownership                    |
| Produced first     | Produced and consumed same time |

### Service Marketing – 7Ps

#### The 7 Ps of Services Marketing



# 🛒 Marketing Mix 4Ps and 7Ps



## The 7 Ps of Service Marketing

| Product   | Price  | Place   | Promotion   | People   | Process   | Physical evidence  |
|---|--|---|---|--|---|--|
| <ul style="list-style-type: none"> <li>Design</li> <li>Quality</li> <li>Technology</li> <li>Branding</li> <li>Services</li> <li>Availability</li> </ul> | <ul style="list-style-type: none"> <li>Strategy</li> <li>List Price</li> <li>Discounts</li> <li>Allowances</li> <li>Payment period</li> <li>Credit terms</li> <li>Payment methods</li> </ul> | <ul style="list-style-type: none"> <li>Trade Channels</li> <li>Coverage</li> <li>Assortments</li> <li>Locations</li> <li>Transportation</li> <li>Logistics</li> <li>E-Commerce</li> </ul> | <ul style="list-style-type: none"> <li>Advertising</li> <li>Personal selling</li> <li>Sales promotion</li> <li>Public relations</li> <li>Direct marketing</li> <li>Corporate Identity</li> <li>Form of promotion</li> </ul> | <ul style="list-style-type: none"> <li>Business Culture</li> <li>Recruitment</li> <li>Training</li> <li>Assessment</li> <li>Involvement</li> <li>Control</li> <li>Support</li> </ul> | <ul style="list-style-type: none"> <li>Organizational</li> <li>Core Service</li> <li>Support</li> </ul> | <ul style="list-style-type: none"> <li>Exterior/ Interior</li> <li>Design</li> <li>Cleanliness</li> <li>Style</li> <li>Decoration</li> <li>Acoustic</li> <li>Smell</li> <li>Employee Appearance</li> </ul> |

7Ps of service marketing:

1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical Evidence

## **EMERGING TRENDS IN MARKETING**

- Digital marketing
- Social media marketing
- Affiliate marketing
- Influencer marketing
- Sustainable marketing
- AI marketing

## **DIGITAL MARKETING**

### **Meaning**

Digital marketing refers to marketing products and services using **digital technologies**, mainly the internet and electronic devices.

### **Channels of Digital Marketing**

- Websites
- Search engines (Google)
- Email
- Mobile apps
- Online advertisements
- YouTube
- Social media

### **Examples**

- Google ads
- Email marketing

- Company websites
- Online shopping ads

### **Advantages**

- Global reach
- Low cost
- Measurable results
- Target specific customers
- Fast communication

### **Disadvantages**

- High competition
- Requires technical knowledge
- Security and privacy issues

### **Conclusion**

Digital marketing is now the **most important marketing method** used by companies.

## **2. Social Media Marketing**

### **Meaning**

Social media marketing means promoting products using **social media platforms**.

### **Popular Social Media Platforms**

- Facebook
- Instagram
- WhatsApp
- YouTube
- Twitter (X)
- LinkedIn

### **Uses**

- Advertising
- Customer interaction
- Brand awareness
- Customer feedback

- Product promotion

### **Advantages**

- Direct communication with customers
- Low cost marketing
- Wide reach
- Builds brand loyalty

### **Example**

Companies promote products through Instagram reels, Facebook ads, and YouTube videos.

## **3. Affiliate Marketing**

### **Meaning**

Affiliate marketing is a marketing method where a company **pays commission to a person or website** for generating sales.

### **How It Works**

1. Company gives a special link to affiliate.
2. Affiliate promotes the product.
3. Customer buys through the link.
4. Affiliate gets commission.

### **Example**

- Amazon affiliate program
- Bloggers promoting products
- YouTubers sharing product links

### **Advantages**

- Low cost
- Performance-based
- Increases sales
- No need for own sales team

## **4. Influencer Marketing**

### **Meaning**

Influencer marketing means promoting products through **popular people on social media**.

Influencers may be:

- Celebrities
- YouTubers
- Instagram influencers
- Bloggers

### **Why Influencer Marketing Works**

People trust influencers, so they buy products recommended by them.

### **Example**

- Film stars promoting brands
- Instagram influencers promoting beauty products
- YouTubers reviewing gadgets

### **Advantages**

- Builds trust
- Reaches target audience
- Increases brand awareness
- Influences buying decision

## **5. Sustainable Marketing**

### **Meaning**

Sustainable marketing means marketing products in a way that **protects the environment and society**.

It focuses on:

- Eco-friendly products
- Recycling
- Reducing pollution
- Ethical business practices
- Social responsibility

### **Examples**

- Paper bags instead of plastic
- Eco-friendly packaging
- Organic food products
- Solar energy products

## **Importance**

- Protects environment
- Builds good brand image
- Attracts environmentally conscious customers
- Long-term business success

## **6. AI Marketing (Artificial Intelligence Marketing)**

### **Meaning**

AI marketing means using **Artificial Intelligence** to improve marketing decisions and customer experience.

### **Uses of AI in Marketing**

- Chatbots (automatic reply systems)
- Product recommendations (Amazon, Netflix)
- Customer behavior analysis
- Personalized advertisements
- Sales forecasting
- Email automation

### **Advantages**

- Saves time
- Reduces cost
- Improves customer experience
- Increases sales
- Better decision making

### **Example**

When you search a product on Amazon and it shows “**Recommended for you**”, it is AI marketing.

## **INTEGRATED MARKETING COMMUNICATION (IMC)**

IMC means all promotion tools should give **same message** to customer.

Tools used:

- Advertising
- Sales promotion

- Personal selling
- Public relations
- Direct marketing
- Online marketing

## **AI MARKETING**

AI marketing means using artificial intelligence in marketing.

### **Uses:**

- Chatbots
- Recommendation systems
- Customer data analysis
- Personalized ads
- Sales forecasting

### **Steps in AI Marketing Strategy**

1. Data collection
  2. Data analysis
  3. Customer targeting
  4. Automation
  5. Performance measurement
-