

**CERTIFICATE COURSE IN MARKETING  
MANAGEMENT**



# Sadakathullah Appa College

(AUTONOMOUS)

(Reaccredited by NAAC at an 'A' Grade • ISO 9001:2015 Certified)  
Rahmath Nagar, Tirunelveli-627011

## ABOUT THE DEPARTMENT:

The Department of Business Administration is one of the personifying departments of our esteemed institution. It was established in the year 2006. Right from the inception, the department has been striving to accomplish the set-goals inclusive of the college vision. Further, to denote the purpose, **'TO PRODUCE MANAGERS & ENTREPRENEURS FOR FUTURE'**, the vision of the Department has been incorporated along with the curriculum. In order to achieve the vision, relevant missions have been framed with defined objectives - **TO ENHANCE THE SKILL SET, TO GET GLOBAL EXPOSURE, and TO MAKE THE GRADUATES THINK OUT OF THE BOX.**

## ABOUT THE COURSE:

Certificate course in Marketing Management is offered by Department of Business Administration. Candidates who have passed +2 examinations are eligible to apply for the course. The aim of the course is to enhance the knowledge of students in the area of Marketing.

## INSTRUCTIONAL DESIGN:

This course is twelve months duration which includes Theory classes, Assignment and Project work.

## SCOPE:

This course will help the students, how to promote the product in competitive environment. It will be really useful in gaining employment opportunities and also helpful to start a new venture. This course covers

1. Digital Marketing
2. Customer Relationship Management
3. Project

## **CERTIFICATE COURSE IN MARKETING MANAGEMENT**

<b>P-1</b>	<b>MODERN MARKETING</b>	<b>18NBAC11</b>	
<b>Total Hrs : 45</b>	<b>Hrs/Week : 2</b>	<b>Hrs/Unit : 9</b>	<b>Credits : 3</b>

### **Objectives :**

To make the student understand the modern method of approaching the customer to buy the product.

### **Unit I**

Marketing-Definitions – Significance - Concepts of marketing-Segmenting, Targeting and Positioning, Marketing Mix.

### **Unit II**

Product Mix-Product characteristics and classification-Product Life Cycle and New product development. Branding, Packaging and Labeling

### **Unit III**

Pricing-Importance-objectives-Factors affecting pricing Decision-Kinds of pricing

### **Unit IV**

Marketing Channels – Channels of Distribution - Nature of Channels-Wholesaling-Retailing-Role of Marketing channels.

### **Unit V**

Promotional Mix - Advertisements-Sales Promotion-Public Relation-Direct Marketing -Personal Selling

### **Text Book**

Philip Kotler, Marketing Management 15<sup>th</sup> Edition New Delhi, Prentice Hall of India (P) Ltd.

### **Reference Books:**

1. Berkoviz Kerin Hontley Rudelivs, MARKETING, New York, Mcgraw Hill
2. Gony Armstrong, Philip Kotler, Marketing an Introduction, Pearson Education Asia.
3. Rajan Saxena, Marketing Management, 2<sup>nd</sup> edition, New Delhi, Tata Mcgraw Hill Publishing Co.Ltd.

<b>P-II</b>	<b>CONSUMER BEHAVIOUR</b>			<b>18NBAC12</b>
<b>Total Hrs : 45</b>	<b>Hrs/Week : 2</b>	<b>Hrs/Unit : 9</b>	<b>Credits : 3</b>	

### **Objective**

To understand the behaviour of consumer such as perception, motivation and attitude formation on product and brand.

### **Unit I**

Consumer Behaviour-Definition-Marketing Concepts-Customer value, Satisfaction, Retention-Consumer Decision Making-Process of Consumer Decision Making.

### **Unit II**

Consumer Motivation – Needs-Goals- Positive and Negative Motivation- Rational Vs Emotional Motives. Measurement of Motives.

### **Unit III**

Consumer Perception- Elements of Perception- Dynamics- Consumer Imagery –Perceived risk –Ethics and consumer perception.

### **Unit IV**

Reference groups and family influences –Selected Consumer related reference group-Socialization of family members-Family Life Cycle –Traditional and Non Traditional.

### **Unit V**

Consumer Influence and Diffusion of Innovations-Diffusion of Innovation Process-Opinion Leadership-Dynamics-Measurement of Opinion Leadership. Profile of Consumer Innovator-Consumerism

### **Text Book:**

Consumer Behaviour - Schiffman and Kanuk - PHI, New Delhi

### **Reference Books:**

1. Consumer Behaviour in Indian Perspective by Nain, Suja ,Himalaya Publishing House
2. See Henry Assail-Consumer Behaviour and Marketing Action

<b>Paper -III</b>	<b>Marketing Research (Field Work)</b>	<b>18NBACP1</b>
<b>Total Hrs: 30</b>		<b>Credits: 2</b>

Field work project report should be submitted.

### **Guidelines**

- The project may be done individually.
- The minimum length of the project should be 30 pages in A4 size.
- Marks for the project report will be 100 divided as 50% for the presentations of project and 50% for viva-voce.

### **Project report format**

- Title / Introduction
- Related Theories / Reviews
- Statement of the problem / objectives / formulation of Hypothesis.
- Methodology / Technique / Procedure adopted
- Data Analysis and Interpretation
- Summary of Findings / Suggestions / Conclusion
- Bibliography



## **Sadakathullah Appa College (Autonomous)**

**Rahmath Nagar, Tirunelveli -627 011.**

**Certificate Course in Marketing Management**

**Offered by Department of Business Administration**

**Upon completion of the Course students will be able to:**

- Develop strategies for building and launching a product in the market.
- Assess the best marketing channel tools for the product and serve to the end users.
- Recognize social, technological and ethical implications of marketing activities on consumer Behaviour.
- Explain the advancement of technology for the product and sales promotion.
- Formulate solutions to the business problems.