

**Subject: business administration**  
**course type: major - 4 credit**

**UNIT : 1 Marketing Management (25%)**

- **Meaning of Market**
- **Types of Market**
- **Marketing & Marketing management**
- **Scope of Marketing Management.**
- **Concept of Marketing: Production concept, selling concept, marketing concept, social concept, product concept.**
- **Traditional Retail marketing (Store and without store)**
- **Online Retail Marketing (meaning, Elements, Advantages & Disadvantages).**
- **Modern Marketing: Meaning, Advantages & Disadvantages of Modern Marketing, Difference between Traditional Marketing and modern Marketing.**
- **UNIT: 2 Marketing Mix & Marketing Environment (25%)**
- **Marketing Mix: Meaning Elements, 4P's and Dhaval Mehta's 8P's**
- **Marketing Environment: Meaning, Factors of Micro and Macro Environment.**
- **Product: Concept of Product, Product Life Cycle and Strategies, Product Development, Concept of Brand and Its Need.**
- **Pricing: Objectives and Methods of Pricing, Different Pricing Policies and Factors Affecting Pricing Policies.**
- **Promotion: Meaning, Importance and Elements of Promotion Mix.**
- **Market Demand: Meaning, Factors Affecting, Marketing in Different Situation of Market Demand**
- **UNIT : 3 Market Segmentation and Consumer Behavior (10%)**
- **Market Segmentation - Meaning and basis of Market segmentation and Its Advantages.**
- **Consumer Behavior - Factors influencing Consumers behavior, buying behavior Process.**
- **UNIT : 4 Marketing Research and Control (15%)**
- **Marketing Research- Meaning, objectives, Importance, Scope and process of marketing research**
- **Marketing Control -Meaning, Importance & process.**
- **UNIT : 5 Non Profit Marketing (10%)**

- **Introduction**
- **How Non-profit Marketing Differs**
- **scope of Non- Profit marketing**
- **Fundamentals of Marketing and its Application to Nonprofits**
- **Applying the fundamentals to Nonprofits.**
- **UNIT : 6 Case study** **(15%)**