



Anand Law College
(An Autonomous Institute, Under UGC Regulation 2023)
Managed by Shri Ramkrishna Seva Mandal
SRKSM Campus, Near Electric Grid, Anand, Gujarat
(Affiliated to S. P. University & Approved by BCI, New Delhi)
NAAC Accredited, 'B++' Grade, CGPA 2.97 - 1st Cycle



Name of the Course: B.B.A LL.B.	Type of Course: 5 Years Integrated
Year : 2nd Year	Semester : 4th Semester
Subject Code : ALCUG4CBBA4	Subject: Marketing Management
W.E.F: 2025-26	Teaching Hours: 72

Teaching & Examination Scheme:

Credit	Lect	Lab	Tut	Internal Marks			External Marks		Passing Marks	Passing Marks	Total Marks
				T	P	CE	T	P	Internal	External	
4	4	-	-	20	-	20	60	-	16/40	24/60	40/100

Lect = Lecture, Tut= Tutorial, Lab= Lab, T- Theory, P = Practical, Theory and Practical Passing%: 40

Course Objectives : Bloom's Level: 1. Understanding (L2) 2. Understanding (L2) and Applying (L3) 3. Analyzing (L4) 4. Understanding (L2) and Analysing (L4)	1. To provide a comprehensive understanding of fundamental concepts, scope, and importance of marketing management. 2. To develop knowledge of product planning, service design, and pricing strategies in competitive markets. 3. To analyze marketing communication tools, consumer behavior, and modern marketing trends including digital marketing. 4. To understand integrated marketing strategies and their application in real-world business environments.
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Course Outcome (CO):

Upon completion of the course, student shall be able to

CO-1	Understand basic concepts, scope, and core principles of marketing and marketing management.
CO-2	Apply knowledge of product strategies, service design, and pricing methods in practical business situations.



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CO-3	Analyze marketing communication mix including advertising, sales promotion, and public relations
CO-4	Evaluate different marketing strategies including digital marketing, green marketing, and socially responsible marketing.
CO-5	Develop integrated marketing plans by applying modern tools, trends, and consumer-oriented approaches.

DETAILED SYLLABUS

Unit	Description	Credits / Hours
1	Introduction to Marketing	(1)
1.1	Meaning & Scope of Marketing	18 Hours
1.2	Company orientation towards Market	
1.3	Four P's of Marketing	
1.4	Core Concepts of Marketing	
1.5	Tasks of Marketing Management	
	PRACTICAL APPROACH: a. Case Study Discussion b. Group Debate c. Mini Project d. Activity e. News Analysis	
2	Setting Product Strategy	(1)
2.1	Product levels	18 Hours



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2.2	Product classification	
2.3	Product Differentiation	
2.4	Product management	
2.5	Product Mix and Life-Cycle	
	PRACTICAL APPROACH: a. Role Play/Simulation b. Survey-Based Assignment c. Survey-Based Assignment	
3	3.1 Designing Services	(1)
3.1	Categories of service mix	18 Hours
3.2	Nature and characteristic of a services	
3.3	Service Differentiation	
3.4	Designing Service Process : Developing blueprint	
3.5	Service quality – The Gaps model	
3.6	Setting Prices and Steps of setting price	
	PRACTICAL APPROACH: a. Comparative Chart Making b. Industry-Based Case Study c. Profit Game d. Concept Map e. Factory Virtual Tour/Video Analysis	
4	Designing Integrated Marketing Communications	(1)
4.1	Marketing Communications Mix – Characteristics	18 Hours
4.2	Five Ms of Advertising	
4.3	Types of media	
4.4	Sales Promotion	
4.5	Events and Experiences	



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4.6	Public Relations
4.7	Direct Marketing: Word of Mouth and Personal Selling
4.8	Socially Responsible Marketing: Cause related marketing and Social Marketing
4.9	Green marketing
4.10	New Trends in Digital Marketing
	Suggested References 1. Marketing Management – Philip Kotler & Kevin Lane Keller; Pearson Education 2. Principles of Marketing – Philip Kotler & Gary Armstrong; Pearson 3. Marketing Management – Rajan Saxena; Tata McGraw-Hill 4. Fundamentals of Marketing Management – Stanton, Etzel & Walker; McGraw-Hill 5. Marketing Management: Indian Context – V.S. Ramaswamy & S. Namakumari; McGraw-Hill 6. Services Marketing – Valarie Zeithaml & Mary Jo Bitner; McGraw-Hill 7. Advertising and Promotion – George Belch & Michael Belch; McGraw-Hill 8. Digital Marketing – Seema Gupta; McGraw-Hill