

**SRI VENKATESWARA UNIVERSITY : TIRUPATI**

**Courses Offered for All Groups**

**LIFE SKILLS COURSES**

**w.e.f. AY 2023-24 (SEMESTER-II)**

**SKILLCOURSE**

**MARKETINGSKILLS**

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Credits:2

2hrs/week

**Course Objective:**

This course will help the students to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and able to have operational skills of various marketing activities.

**Learning Outcomes:**

The learner is able to:

1. Formulate a *marketing* plan that will meet the needs or goals of a business  
or organization and Conduct *market research* to provide information need  
ed to make *marketing* decisions.
2. Understand different strategies for effective design of Marketing Mix;
3. Know the Sales Skills including effective personal selling skills;

**UNIT I: INTRODUCTION TO MARKETING:**

Marketing Management Tasks  
Marketing Environment  
Marketing Research and Information  
Market Segmentation  
Determinants of Consumer Behaviour

**UNIT II: MARKETING MIX:**

Elements of Marketing Mix  
7P's of Service Marketing Mix  
Product Life Cycle  
Sales Promotion  
Social Media Marketing

**UNIT III: NATURE AND ROLE OF SELLING:**

Nature and Importance of Selling  
Attributes of a Good Salesperson  
Personality and Physical Characteristics  
Communication Skills

### **CURRICULAR ACTIVITIES:**

1. Analyze different needs and wants of consumers in your locality or region
2. Prepare the prevalent marketing environment in your locality or region.
3. Identify Product Life Cycle stages of few Products like consumer durables(ex., Electronic goods ,Computers, etc.).
4. Analyze Marketing strategies/planning used by automobile cosmetic and FMCG companies.
5. Conduct Market Research for the need of new products in your region.

### **REFERENCES**

1. Philip Kotler, Kevin Lane Keller, Abraham Koshy & Mithileswar Jha, *Marketing Management-A South Asian Perspective*, Pearson Education.
2. Agarwal, P.K., *Marketing Management- An Indian perspective*, Pragati Prakasham
3. Kazmi SHH, *Marketing Management Text and Cases*, Excel.
4. Philip Kotler and Armstrong.G., *MARKETING*, Prentice Hall of India, 12th Edition.
5. Core Selling Skills: Because Selling Is All About People  
Paperback – 1 January 2015 by Les Giblin (Author)
6. Ramaswamy V.S. & Nama Kumari, S., *Marketing Management- Planning and Control*, Macmillan.

### **E-LEARNING REFERENCE:**

1. [https://www.udemy.com/course/the-new-manager-managing-people-teams-processes/?utm\\_source=adwords&utm\\_medium=udemyads&utm\\_campaign=Leadership\\_v.NONP\\_la.EN\\_cc.INDIA&utm\\_term=.\\_ag\\_136108019508.\\_ad\\_606494316205.\\_d\\_e\\_c.\\_dm.\\_pl.\\_ti\\_kwd-295074359507.\\_li\\_9302139.\\_pd.\\_&utm\\_term=.\\_pd.\\_kw\\_business+management+and+leadership.\\_&matchtype=b&gclid=CjwKCAjww7KmBhAyEiwA5-PUSp4Q\\_OUYVm29rgKdiM\\_Oc2hfjgLJIb6F2pxFukILjqtD-JDI8-kEYxoc6W4QAvD\\_BwE](https://www.udemy.com/course/the-new-manager-managing-people-teams-processes/?utm_source=adwords&utm_medium=udemyads&utm_campaign=Leadership_v.NONP_la.EN_cc.INDIA&utm_term=._ag_136108019508._ad_606494316205._d_e_c._dm._pl._ti_kwd-295074359507._li_9302139._pd._&utm_term=._pd._kw_business+management+and+leadership._&matchtype=b&gclid=CjwKCAjww7KmBhAyEiwA5-PUSp4Q_OUYVm29rgKdiM_Oc2hfjgLJIb6F2pxFukILjqtD-JDI8-kEYxoc6W4QAvD_BwE)

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**FORMAT OF MODEL QUESTION PAPER**

**SKILLCOURSE**

**MARKETINGSKILLS**

**Time: 1½hrs**

**Max. Marks 50**

**Section A**

***Answer any Five of the following***

**5 X 10 = 50 M**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.