

M-03

**VASAVI COLLEGE OF ENGINEERING (AUTONOMOUS)**  
**DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES**

**SYLLABUS FOR B.E - V SEMESTER**

(Stream based Elective)

Course Title: <sup>MANAGEMENT</sup> ~~MARKETING~~ **FOR ENGINEERS**

**ACADEMIC YEAR 2025-26**

<b>Instruction: 3 Hours</b>	<b>SEE: 60</b>	<b>Course code: U23OE510EH</b>
<b>Credits: 3</b>	<b>CIE: 40</b>	<b>Duration of SEE: 3 Hours</b>

<b>COURSE OBJECTIVES</b>	<b>COURSE OUTCOMES</b>
<p><b>The course will enable the learners to:</b></p> <ol style="list-style-type: none"><li>1. To introduce fundamental concepts and principles of marketing relevant to engineering fields.</li><li>2. To help students understand market needs and consumer behavior in technical markets.</li><li>3. To develop skills in product development, pricing strategies, and promotion techniques for engineering solutions.</li><li>4. To explore the role of marketing in innovation, technology, and B2B (business-to-business) sectors.</li><li>5. To enable engineers to communicate the value of technical products to diverse stakeholders.</li></ol>	<p><b>At the end of the course the learners will be able to: -</b></p> <ol style="list-style-type: none"><li>1. Define and explain core marketing concepts such as segmentation, targeting, and positioning.</li><li>2. Analyze consumer and industrial buyer behavior using data and market research.</li><li>3. Design basic marketing plans including product, price, place, and promotion strategies for technical products.</li><li>4. Apply marketing principles to launch and promote innovations or engineering solutions.</li><li>5. Communicate complex technical features in a customer-centric, value-driven language..</li></ol>

**Unit-1 : Introduction**

Concept and importance of Marketing - Market Vs Marketing – Interface with Finance and Production - Marketing Mix – Marketing Environment – Internal and External

**Unit-2 : Market Segmentation and Positioning**

Concept - Levels and Bases for Segmentation - Segmenting Consumer Markets and Business Markets - Evaluation of Market Segments - Selecting Market Segments - Product Positioning, Positioning Strategies

**Unit-3 : Buyer Behaviour**

Introduction to buyer behaviour - Contemporary dimensions of buyer behaviour - Motivation and buyer behavior, Consumer decision making and buyer attitude: Information search, evaluation of alternatives. Steps between evaluation of alternatives and purchase decision, Post-purchase behaviour.

**Unit-4 : Advertisement and Promotion**

Promotion Decision - Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Programme – Role of Media in Advertising - Advertisement effectiveness

*OR*

*N. Mary Joseph*  
25/6/25

*Enfor*  
*25/6/2025*  
**PROFESSOR & HEAD**  
**Department of English**  
**OSMANIA UNIVERSITY**  
**HYDERABAD-500 007.**



### Unit-5 : Digital Marketing

Importance of digital marketing - Difference between traditional marketing and digital marketing - Trends and scenario of the industry. Importance of Search Engine Optimization (SEO), Digital Campaign (creation, Site targeting, Keyword targeting, Demographic targeting/ bidding) - Blogging, Social networking, Video creation & Sharing, Use of different social media platforms, Web analytics.

### Learning resources:-

#### Prescribed Text Books

Marketing Management – A South Asian Perspective, 13<sup>th</sup> Edition, by Philip Kotler ISBN 978-0-12-600998-6

Fundamentals of Digital Marketing, Puneet Bhatia, Pearson Ed , ISBN – 978-9352861415

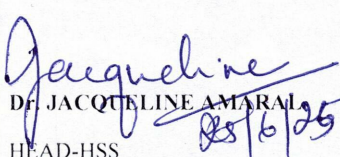
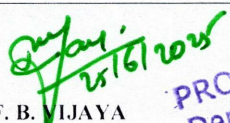
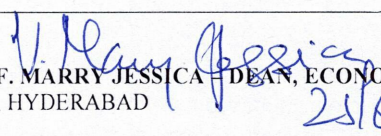
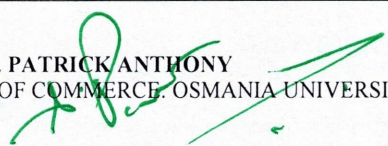
The break-up of CIE: Internal Tests + Assignments + Quizzes

1	No. of Internal tests	:	<input type="text" value="2"/>	Max.Marks	:	<input type="text" value="30"/>
2	No. of assignments	:	<input type="text" value="3"/>	Max. Marks	:	<input type="text" value="5"/>
3	No. of Quizzes	:	<input type="text" value="3"/>	Max. Marks	:	<input type="text" value="5"/>

Duration of Internal Tests : 90 Minutes

Duration for SEE : 180 Minutes

### Signatures:-

 DR. JACQUELINE AMARAL HEAD-HSS CHAIRMAN,BOS,HSS,VCE	 PROF. B. VIJAYA HEAD, DEPARTMENT OF ENGLISH, OSMANIA UNIVERSITY & DIRECTOR, ENGLISH LANGUAGE TEACHING CENTRE (ELTC), OSMANIA UNIVERSITY <i>PROFESSOR &amp; HEAD Department of English OSMANIA UNIVERSITY HYDERABAD-500 007.</i>
 PROF. MARRY JESSICA – DEAN, ECONOMICS UOH, HYDERABAD	 PROF. PATRICK ANTHONY DEPT. OF COMMERCE, OSMANIA UNIVERSITY
MEMBERS OF HSS, VCE :-  Dr. G. MEENA  Dr. K. JHANSI RANI  Dr.M.JYOTHI	MEMBERS OF HSS, VCE :-  Dr. B. SHEELA RANI SIMON  Dr. T. SUNAND EMMANUEL  Dr.DNS.BHASKAR