

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

COURSE NAME: MARKETING MANAGEMENT FOR ENGINEERS

SYLLABUS - COMMON TO ALL BRANCHES

W.E.F - 2026-27

V SEMESTER

Instruction: 3 Hrs/Week	SEE Marks : 60	Course code: U24OE510EH
Credits: 3	CIE Marks : 40	Duration of SEE: 3 Hours

COURSE OBJECTIVES The course will enable the learners to:	COURSE OUTCOMES At the end of the course the learners will be able to: -
1. To introduce fundamental concepts and principles of marketing relevant to engineering fields. 2. To help students understand market needs and consumer behavior in technical markets. 3. To develop skills in product development, pricing strategies, and promotion techniques for engineering solutions. 4. To explore the role of marketing in innovation, technology, and B2B (business-to-business) sectors. 5. To enable engineers to communicate the value of technical products to diverse stakeholders.	1. Define and explain core marketing concepts such as segmentation, targeting, and positioning. 2. Analyze consumer and industrial buyer behavior using data and market research. 3. Design basic marketing plans including product, price, place, and promotion strategies for technical products. 4. Apply marketing principles to launch and promote innovations or engineering solutions. 5. Communicate complex technical features in a customer-centric, value-driven language.

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

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.

Prescribed Text Books

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

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

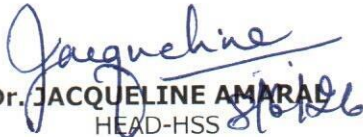
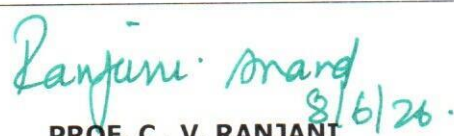
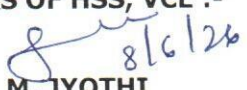
The break-up of CIE: Internal Tests + Assignments + Quizzes

1	No. of Internal tests	:	2	Max.Marks	:	30
2	No. of assignments	:	3	Max. Marks	:	5
3	No. of Quizzes	:	3	Max. Marks	:	5

Duration of Internal Tests : 90 Minutes

Duration for SEE : 180 Minutes

Signatures:-

 Dr. JACQUELINE AMARAL HEAD-HSS BOS CHAIRMAN VASAVI COLLEGE OF ENGINEERING HYDERABAD	 PROF. C. V. RANJANI SUBJECT EXPERT DEPARTMENT OF COMMERCE OSMANIA UNIVERSITY HYDERABAD-500 007
 PROF. KASTURI RANGAN SUBJECT EXPERT PRINCIPAL PENDEKANTI INSTITUTE OF MANAGEMENT IBRAHIMBAGH, HYDERABAD	MEMBERS OF HSS, VCE :-  Dr. M. JYOTHI ASST. PROF. OF EFE HSS, VCE  Dr. D N S BHASKER ASST. PROF. OF EFE HSS, VCE