



CVM
UNIVERSITY

Aegis: Charutar Vidya Mandal (Estd.1945)

FACULTY OF ENGINEERING & TECHNOLOGY

Effective from Academic Batch: 2024-25

Programme: Bachelor of Technology (Dairy Technology)

Semester: VI

Course Code: 202200606

Course Title: Marketing Management and International Trade in Dairy Products

Course Group: Program Elective Course II

Course Objectives: To learn about the unique aspects of marketing management for dairy firms that operate globally. It helps to learn about core concepts, theories, and practices of buyer behavior and branding for dairy products, and how to apply them in an international business context.

Teaching & Examination Scheme:

Contact hours per week			Course Credits	Examination Marks (Maximum / Passing)				
Lecture	Tutorial	Practical		Internal		External		Total
				Theory	J/V/P*	Theory	J/V/P*	
3	0	0	3	50/18	0	50/17	0	100/35

* J: Jury; V: Viva; P: Practical

Detailed Syllabus:

SN	Contents	Hours
1	Concept, Function and Scope of Marketing Management Production Concept, Product Concept, Selling Concept, Marketing concept and holistic marketing concept, Marketing management process. Direct and Indirect function of management, list of features for scope of marketing, Marketing challenges.	6
2	Elements of Marketing Mix and Marketing Environment Role of four P's (Product, Place, Price and Promotion) in elements of market mix, Important decision of marketing mix, Market structure and consumer buying behavior, consumerism, Concept of market structure relevant to dairy industry. Micro and macro environments.	8
3	Consumer Behavior and Market Intelligence Market demand assessment- present and future demand, Market Planning, Market Segmentation, targeting and Positioning, Marketing information system, Marketing tools and its application	7
4	Elements of Marketing the Products and Price Managing the Product, New product development, The concept of product life cycle, Product brand and packaging, Pricing and its methods, Price determination and pricing policy of milk products in organized and unorganized dairy sector	8



5	Elements of Marketing at Place along with Promotion Marketing channels, Wholesaling and Retailing, Advertising, Sales promotion, Personnel selling, Publicity, Status and problems in marketing of dairy products	7
6	International Marketing Salient features of international marketing, International marketing environment, International market entry strategies in dairy sector, Dairy Product and its price elements, Place and promotion elements, Deciding the marketing organization structure, World Trade Organization	9
Total		45

Reference Books:

1	Makwana, A. K. and Saxena, R. K., 2014, Marketing Management and International Trade. ICAR Publications, New Delhi.
2	Srinivasan R., International Marketing, PHI Learning, 4 th edition.
3	Joshi Rakesh Mohan, International Marketing, 2 nd edition, Oxford University Press.
4	Robbins S.P. and Decenzo David A., Fundamentals of Management: Essential Concepts and Applications, Pearson Education,

Supplementary learning Material:

1	NPTEL: https://nptel.ac.in/courses/110/105/110105067/
2	NPTEL: https://nptel.ac.in/courses/110/105/110105123/

Pedagogy: Following one or more points can be incorporated as relevant pedagogy methods.

<ul style="list-style-type: none"> • Direct classroom teaching • Audio Visual presentations/demonstrations • Assignments/Quiz • Continuous assessment • Interactive methods • Seminar/Poster Presentation • Industrial/ Field visits • Course Projects
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Suggested Specification table with Marks (Theory) (Revised Bloom's Taxonomy):

Distribution of Theory Marks in %						R: Remembering; U: Understanding; A: Applying; N: Analyzing; E: Evaluating; C: Creating
R	U	A	N	E	C	
15%	15%	25%	20%	20%	-	

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes (CO):



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S.N.	Course Outcome Statements	%weightage
CO-1	To understand the scope of Marketing management	25
CO-2	To study about the Market structure and consumer behaviour through the elements of market mix.	30
CO-3	To learn the various elements of Marketing e.g. Product, Price, Place and Promotion.	25
CO-4	TO understand the strategies of International Market through its elements.	20

List of Practical:

S. N.	Experiment Title

Curriculum Revision:	
Version:	2.0
Drafted on (Month-Year):	June-2022
Last Reviewed on (Month-Year):	-
Next Review on (Month-Year):	June-2025