

Biotechnology Marketing Assistant

Class: B.Sc. Part -II

Skill Level: 7

Department of Biotechnology

1. Title: Biotechnology Marketing Assistant
2. Year of implementation: 2020

Structure of Skill Development Course

Skill Level	Theory Hours	Practical Hours	Total Hours	Credits	No. of students in batch
7	20	30	50	02	30

Syllabus

Learning Objectives:

1. To study the skill based knowledge of marketing management skill for Biotechnology.
2. To make students well versed with different marketing skills.
3. To develop the required body language in the future marketing professionals.
4. Understand the nature of marketing strategy for various biotechnology products.

Theory Syllabus (20 Hrs)

Unit I: Introduction to Marketing.

Definition & Functions of Marketing- Scope of Marketing, Evolution of Marketing, Coreconcepts of marketing – Need, Want, Demand, Customer Value, Exchange, Customer Satisfaction, Customer Delight, Customer loyalty, Concepts of Markets, Marketing V/S Market Competition, Key customer markets, market places, market spaces, Meta-markets, Digital Markets, Brick & Click Model.

Unit II : Marketing importance for biotech industry

Study of different biotechnology industrial sectors like food, pharmaceutical, agricultural, environmental, etc. Learn different effective marketing skills for different industrial biotechnology sectors.

Practical Syllabus (30 Hrs)

List of Experiments:-----24 hr

- 1 Practice on biotech industry related product Survey
- 2 Practice on biotech industry related product launch
- 3 Study of market research and its analysis.
- 4 Development decision making skills in marketing management.
- 5 Study of different methods of marketing.
- 6 Project/ Case study biotech industrial projects-----06 hr

Learning Outcomes:

After the successfully completion of the course the students can acquires the :-

- 1 Well prepared for different marketing skills.
- 2 Students acquire the knowledge about marketing strategy and market research.
- 3 Acquire the expertise in various types of marketing.
- 4 Knowledge of marketing management skill for Biotechnology industry.

Recommended Books:

- 1 Kotler Philip, Keller Kevin Lane, *Marketing Management*, Saddle River: Prentice Hall, 15th edition, 2015, 144-310.
- 2 Saxena, Rajan, (1997) *Marketing Management*. New Delhi: Tata McGraw Hill Publication 4th Edition 2009.
- 3 Pearson Kotler, Philip, Armstrong Gary, and Opresnik Marc Oliver, *Principles of Marketing*. Toronto: Pearson Prentice Hall, 2005.

BOS Sub Committee:

BOS Sub Committee (Department)	BOS Sub Committee (External Expert)
Mr. D. N. Nimbalkar Dr. V. M. Nalavade	Ms. Pratiksha Salunkhe, 7-X Venture, Pune Mr. Nitin Mali, Mitcon Institute of

	Management , Pune
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