

"Education for Knowledge, Science and Culture"

- Shikshanmaharshi Dr. Bapuji Salunkhe

Shri Swami Vivekanand Shikshan Sanstha's

VIVEKANAND COLLEGE (AUTONOMOUS), KOLHAPUR.

B. Com Part – I CBCS

Syllabus with effect from June, 2018

Semester-I, Principles of Marketing Paper -I GEC-1042A

Marks- 40 Teaching hours- 60 Credits- 4

Course Objective:- The objective of the course is to help student learn and understand Marketing concepts with their principles and to apply them in their life and in business organizations.

Learning Outcomes: - By the end of this course it is expected that the student will be able-

1. To understand Core Concepts of Marketing, Importance of Marketing.
 2. To know Consumer Behavior.
 3. To know the Relationship Marketing and Marketing Information System.
 4. To understand Segmentation, Targeting & Positioning.
 5. To know the 7 Ps of Marketing.
 6. To understand the Rural Marketing.
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Semester-I, Principles of Marketing Paper -I GEC-1042A

Module	Title	Teaching hours	Credit
Module I	Introduction: Meaning & Definition of Marketing- Features of Marketing- Importance of Marketing. Core Concept of Marketing - Need, Want, Demand, Value and Satisfaction, Exchange, transactions & Relationship Company Orientation towards market place:- Production, Concept, Product concept, selling concept Marketing concept, holistic Marketing concept	(15)	1
Module II	Consumer Behavior: Meaning, and Significance of Consumer Behavior-Factors affecting Consumer Behavior- The Buying Decision process.	(15)	1
Module III	Relationship Marketing & MIS (A)Relationship Marketing: Introduction, Relationship building is the essence of relationship marketing; Relationship Marketing: Definition, Scope and Application; Dimensions of Relationships. (B)Marketing Information System (MIS):- Concept and components of MIS.	(15)	1
Module IV	Segmentation, Targeting & Positioning: Concept and importance of Market Segmentation- Bases of market segmentation, Concept of Targeting, Concept of Positioning	(15)	1

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Syllabus with effect from June, 2018

Semester-II, Principles of Marketing Paper -II GEC-1042B

Marks- 40 Teaching hours- 60 Credits- 4

Semester-II, Principles of Marketing Paper -II GEC-1042B

Module	Title	Teaching hours	Credit
Module I	Marketing Mix: Meaning, 7 'P's of marketing mix- Product, Price, Place (Distribution) and Promotion Product –Meaning, Types of Product, product quality, product design, product features, Branding, Brand name and Trade Mark, Difference between brand name and trade mark, after sales service, packaging - Role and functions of packaging.	(15)	1
Module II	(A) Price: Meaning, Importance of price in the marketing mix, factors affecting price of a product/service. (B) Place: Meaning and Importance, types of distribution channels, factors affecting on choice of a distribution channel.	(15)	1
Module III	Promotion: Meaning, four elements of promotion mix – [Advertising, publicity, personal selling and salesmanship, public relations,] selling process, sales promotion techniques	(15)	1
Module IV	(A)Retailing: Nature and Importance of Retailing-Classification of	(15)	1

	Retailers by form of ownership, by key marketing strategies- non-store Retailing. (B)Rural Marketing: Concept, Problems of rural marketing, rural marketing strategies, marketing of Agricultural Product, Marketing of FMCG		
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Books Recommended:-

- 1) S.A.Sherlekar, “Marketing Management”, Himalaya Publishing House, Mumbai.
- 2) Philip Kotler : Marketing Management, Prentice Hall of India Ltd, New Delhi.
- 3) Marchand & B.Vardharajan: An introduction to Marketing, Vikas Publishing House, 5 Ansari Road, New Delhi.
- 4) Maurice & Mondell & Larry Rosenberg - Marketing: Prentice Hall of India Ltd. New Delhi.
- 5) Mohammad Amanatullah : Principles of Modern Marketing. Kalyani Publications New Delhi.
- 6) Dr. C. N. Sontakki : Marketing Management Kalyani Publications New Delhi.
- 7) Arun Kumar and N. Meenakshi- Marketing Management Vikas Publishing House Pvt. Ltd.Ed.2007
- 8) Biplab S Bose – Marketing Management Himalaya publishing House, Edition -2009
- 9) William I. Stanton, Ajay Pandit-Marketing Concepts & Cases:- The McGraw Hill companies Ltd. New Delhi.

Nature of Question Paper

Question	Nature of Question	Marks
Question No1	Short Answers (Any 2 out of 3)	10
Question No 2	A) Essay type Question OR B) Essay type Question	10
Question No 3	A) Essay type Question OR B) Essay type Question	10
Question No 4	Short Notes (Any 2 out of 3)	10
Theory Paper Marks		40
Internal Evaluation Marks		10
Total Marks		50