

JAI HIND COLLEGE AUTONOMOUS



Syllabus for S.Y.BCom

**Course : Marketing
Management**

Semester : III

Credit Based Semester & Grading System

With effect from Academic Year 2018-19

List of Courses

Course: Marketing Management

Semester: III

SR. NO.	COURSE CODE	COURSE TITLE	NO. OF LECTURES / WEEK	NO. OF CREDITS
SYBCom				
1	CCOM303	Marketing Management	03	03

Semester III – Theory

Course: CCOM303	Course Title: Marketing Management (Credits : 3 Lectures/Week: 3)	
	<p>Objectives: 1. to provide basic conceptual and applicative knowledge about marketing 2. to develop the student's employability and interpersonal skills</p> <p>Outcomes: Unique methodology of teaching and learning will provide the students basic conceptual and applicable knowledge and an excellent opportunity to develop industry level skill set.</p>	
Unit I	<p>Marketing Management and Marketing Environment</p> <ul style="list-style-type: none"> • Marketing management : Definition, need and importance of marketing Management • Functions of Marketing Management • Micro and Macro Environment with specific reference to India • Environmental Scanning & Market Opportunity Analysis. • Emerging Marketing opportunities in India – Marketing at the bottom of the pyramid, growing middle class • International marketing environment 	Lectures 13
Unit II	<p>Marketing Mix-1</p> <ul style="list-style-type: none"> • Product- Definition • Product Levels • Product Classification- Based on durability & tangibility, consumer goods & industrial goods. • Product Life Cycle: Stages and features of each stage, • Product Positioning: Meaning and Importance, Steps. • Pricing- Meaning and objective of Pricing, Factors affecting pricing decisions, Methods of pricing, Steps. 	Lectures 14
Unit III	<p>Marketing Mix- 2</p> <ul style="list-style-type: none"> • Distribution- Types of Middlemen • Factors affecting channels decisions • Functions performed by middlemen • Logistics- Meaning & components • E-marketing-Meaning, merits & demerits • Online Retailing-Successful online retailers in India & abroad 	Lectures 9
Unit IV	<p>Marketing Mix- 3</p> <ul style="list-style-type: none"> • Promotion- Elements of promotion mix, • Objectives of Promotion & marketing Communication • Factors affecting, promotion mix decisions • Steps in Marketing communication programme • Types of Communication tools 	Lectures 9

	<ul style="list-style-type: none"> • Factors affecting communication tools • Sales Promotion • Differences between Advertising & Sales Promotion • Publicity & Public Relations • Role of Social Media in Marketing Communication. 	
<p>Textbook& References:</p> <ol style="list-style-type: none"> 1. Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education 2. V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India 3. Michael Porter – Competitive Advantage 4. Theodore Levitt – Marketing Management 5. Fundamentals of Marketing – William Stanton 6. R. Kalokota, Andrew V. Winston, Electronic Commerce - A Manger's Guide, Pearson Education 7. Tripathi, E-Commerce, Jaico Publishing House, Mumbai, Edn. 2010. 		

Evaluation Scheme

[A] Evaluation scheme for Theory courses

I. Semester End Examination (SEE)- 100 Marks