

# **JAI HIND COLLEGE AUTONOMOUS**



## **Syllabus for T.Y.BCom**

**Course : Marketing &  
Human Resource  
Management**

**Semester : V**

***Credit Based Semester & Grading System***

***With effect from Academic Year 2018-19***

# List of Courses

**Course: Marketing & Human  
Resource Management**

**Semester: V**

<b>SR. NO.</b>	<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>NO. OF LECTURES / WEEK</b>	<b>NO. OF CREDITS</b>
<b>TYBCom</b>				
1	CCOM501	Marketing & Human Resource Management	03	04

## Semester V – Theory

<b>Course:</b> <b>CCOM501</b>	<b>Course Title: Marketing &amp; Human Resource Management (Credits : 4 Lectures/Week: 3)</b>	
	<b>Objectives:</b> 1. to provide basic conceptual and applicative knowledge about marketing 2. to develop the student's employability and interpersonal skills <b>Outcomes:</b> 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	
<b>Unit I</b>	<b>Introduction to Marketing</b> <ul style="list-style-type: none"> <li>• Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing</li> <li>• Marketing Research - Concept, Features, Process Marketing Information System-Concept, Components Data Mining-Concept, Importance</li> <li>• Consumer Behaviour- Concept, Factors influencing Consumer Behaviour Market Segmentation- Concept, Benefits, Bases of market segmentation Customer Relationship Management-Concept, Techniques Market Targeting- Concept, Five patterns of Target market Selection</li> </ul>	<b>Lectures</b> <b>12</b>
<b>Unit II</b>	<b>Marketing Decisions I</b> <ul style="list-style-type: none"> <li>• Marketing Mix- Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing stages of PLC Branding- Concept, Components Brand Equity- Concept, Factors influencing Brand Equity</li> <li>• Packaging- Concept, Essentials of a good package Product Positioning- Concept, Strategies of Product Positioning Service Positioning- Importance &amp; Challenges</li> </ul>	<b>Lectures</b> <b>11</b>
<b>Unit III</b>	<b>Marketing Decisions</b> <ul style="list-style-type: none"> <li>• Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional &amp; Contemporary Channels)</li> <li>Supply Chain Management-Concept, Components of SCM</li> <li>• Promotion- Concept, Importance, Elements of Promotion mix Integrated Marketing Communication (IMC)- Concept, Scope, Importance</li> <li>• Sales Management- Concept, Components, Emerging trends in selling Personal Selling- Concept, Process of personal selling, Skill Sets required for Effective Selling</li> </ul>	<b>Lectures</b> <b>11</b>
<b>Unit IV</b>	<b>Key Marketing Dimensions</b> <ul style="list-style-type: none"> <li>• Marketing Ethics: Concept, Unethical practices in marketing, General role of consumer organizations</li> <li>Competitive Strategies for Market Leader, Market Challenger, Market Follower and Market Nicher, Marketing Ethics:</li> <li>• Rural Marketing- Concept, Features of Indian Rural Market, Strategies for Effective Rural Marketing</li> </ul>	<b>Lectures</b> <b>11</b>

	<p>Digital Marketing-Concept, trends in Digital Marketing  Green Marketing- concept, importance</p> <ul style="list-style-type: none"> <li>Challenges faced by Marketing Managers in 21st Century</li> </ul> <p>Careers in Marketing – Skill sets required for effective marketing  Factors contributing to Success of brands in India with suitable examples,  Reasons for failure of brands in India with suitable examples.</p>	
<p><b>Textbook&amp; References:</b></p> <ul style="list-style-type: none"> <li>Phillip Kotler. ( 2005) Marketing Management, Englewood cliffs, Prentice Hall, NJ</li> <li>Richard M. S Wilson, Colin Gilligan, Strategic Marketing Management, Viva Books Pvt. Ltd.,2003.</li> <li>Walker –Boyd, Larreche , Marketing Strategies –Planning Implementations, TataMacGraw Hill.2004.</li> <li>Neelamegam,S.(2007) Marketing in India : Cases and Readings, Vikas, New Delhi</li> <li>Kotler, P., Keller, K.L. Koshy, A. &amp;Jha. M. (2009). Marketing Management: A South Asian Perspective.  (Thirteenth Ed). Pearson Education, New Delhi.</li> <li>Gandhi, J.C. Marketing a Managerial Introduction TataMcGrawHill.</li> <li>Maheshwari, R.P., Jindal, Lokesh, (2011). Marketing Management Theory and Practice.</li> <li>Sherlekar, S.A. Marketing Management. Himalaya Publishing House.</li> <li>Saxena, Rajan. Marketing Management</li> <li>Ramaswamy&amp;KumariNama. Marketing Management</li> </ul>		

## Evaluation Scheme

### [A] Evaluation scheme for Theory courses

#### I. Semester End Examination ( SEE)- 100 Marks