

**Revised Syllabus of S.Y. B.Com.
From the Academic Year 2019-20
Elective Courses (EC)
Discipline Specific Elective (DSE) Courses
Business Management-Marketing Management**

SECTION I

Modules at a Glance

Sr. No.	Modules
1	Marketing Management and Marketing Environment
2	Understanding Competition and Strategic Marketing
3	Product
4	Pricing

Sr. No.	Modules
1	<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 • Emerging Marketing opportunities in India – Marketing at the bottom of the pyramid, growing middle class • International marketing environment
2	<p>Understanding Competition and Strategic Marketing</p> <ul style="list-style-type: none"> • Marketing strategy : Definition and Features • Steps in strategic marketing planning process • SWOT Analysis • Michael Porter’s Five Forces Model • Analyzing competition
3	<p>Product</p> <ul style="list-style-type: none"> • Definition, Product Levels – Customer Value Hierarchy • Product Classification : Based on durability and tangibility, consumer goods classification and industrial goods classification • Product Life Cycle : Stages and features of each stage • Product Positioning : Meaning and Importance • Steps in Product Positioning
4	<p>Pricing</p> <ul style="list-style-type: none"> • Meaning and objective of Pricing • Factors affecting pricing decisions

	<ul style="list-style-type: none"> • Methods of pricing : Mark-up pricing, Target-return Pricing, Perceived-value Pricing, Value Pricing, Going-Rate Pricing and Auction Pricing • Steps in Pricing
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Sr. No.	Modules
1	Distribution
2	Promotion
3	Understanding Buyer Behaviour
4	Marketing of services and Rural Marketing

Sr. No.	Modules
1	Distribution <ul style="list-style-type: none"> • Types of middlemen • Factors affecting channel by middlemen • Functions performed by middlemen • Logistics : Meaning and components • E-marketing : Meaning, merits and demerits of e-marketing • Online retailing – successful online retailers in India and abroad
2	Promotion <ul style="list-style-type: none"> • Elements of promotion mix • Objectives of promotion and marketing communication • Factors affecting promotion mix decisions • Steps in designing a marketing communication program • Role of Social Media in marketing communication
3	Understanding Buyer Behaviour <ul style="list-style-type: none"> • Comparing consumer markets (individuals and households) with organizational buyers (Industrial / Business houses) • Factors affecting consumer behaviour • Steps in consumer purchase decision process (with respect to high involvement and low involvement products) • Factors affecting organizational buyer behaviour • Steps in the organizational purchase decision process (with respect to different buying situations)
4	Marketing of services and Rural Marketing <ul style="list-style-type: none"> • Services : definition and features • Marketing mix for services marketing • Managing service quality and productivity • Rural market scenario in India • Factors contributing to the growth of rural markets in India • Challenge of Rural Marketing • Strategies to cope with the challenges of rural marketing.

Reference Books:

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. Customer Driven Services Management (1999) Response Books

Question Paper Pattern**SECTION I**

1. Explain the terms (Any five) 10
2. Answer **Any Three Out of six** questions 30
3. Write notes on **Any two out of four** 10

SECTION II

4. Explain the terms (Any five) 10
5. Answer **Any Three Out of six** questions 30
6. Write notes on **Any two out of four** 10