

FOUR YEAR UNDERGRADUATE PROGRAM-2024-28

FACULTY OF COMMERCE COURSE CURRICULUM

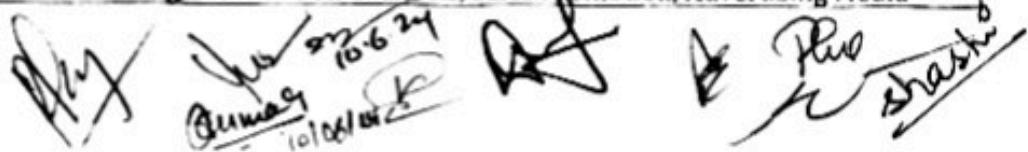
PART-A : Introduction

Program : Bachelor in Commerce (Diploma/Degree/Honors)		Semester- III	Session : 2024-25
1	Course Code	COSE-01 (Gr.-III Marketing)	
2	Course Title	Marketing Management (Gr.-III Marketing)	
3	Course Type	Discipline Specific Elective Course (COSE)(Gr.-III Marketing)	
4	Pre-requisite (If any)	As per program	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> • Develop the understanding of marketing, marketing philosophies and environmental conditions effecting marketing decisions. • Analyze the process of marketing decisions involving product development and its role in value creation. • Analyze the Process of marketing decisions involving product Promotion and its role in creating communication value for customers • Understand the basics of marketing distribution channels and its role. • Aspiring to be marketing professionals in better decision making and understanding their role in the marketing sphere. 	
6	Credit Value	4 Credits	Credit = 15 Hours-learning & Observation
7	Total Marks	Max. Marks : 100	Minimum Passing Marks : 40

PART- B: Content of the Course

Total No. of Teaching-learning Periods (01 Hr. per period)-60Periods (60Hours)

Unit	Topics (Course Contents)	No. of Period
I	Marketing: Concepts, Nature, Scope and Importance. Traditional and Digital Marketing. Marketing strategic, Marketing Mix, Marketing Environment. Marketing Information System: Definition, purpose, scope and Components.	15
II	Consumer Behavior: Nature, Scope And Significance. Factor Influencing Consumer Buying Decisions. Market Segmentation - Concept and Importance, Bases for Market Segmentation, Service Marketing and after sales services.	15
III	Product - Concept of Product, Consumer and Industrial Goods, Product Planning and Development, Product Life Cycle, Packaging. Brand Pricing - Importance of Pricing in the Marketing Mix, Factors affecting Pricing of Product /Service.	15
IV	Distribution Channels and Physical Distribution - Distribution Channels - Concept and role; Types of Distribution Channels, Factors affecting Choice of a Distribution Channel, Retailer and Wholesaler. Sales Promotion - Methods of Promotion, Optimum Promotion Mix; Advertising Media -Their Relative Merits & demerits and their Limitation.	15
Key Words	Marketing, Marketing Information System, Consumer Behaviour, Market Segmentation, Product, Brand Pricing, Distribution Champs, Sales Promotion, Advertising Media	



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Signature of Convener & Members (CBoS):

PART-C:Learning Resources

Textbooks, Reference Books and Others

Text Books Recommended:-

1. Prof. Agrawal & Kothari, SBPD Publishing House, Agra.(Hindi Medium)
2. Dr.N. Mishra, SBPS Publishing House, Agra(English Medium)
3. Dr. M.C. Jain, Sahitya Bhawan Publications, Agra(Hindi Medium)
4. Dr. R.C. Agrawal, Agra(Hindi Medium)
5. Dr. S.C. Saxena, Agra(Hindi Medium)
6. Dr. S.K. Jain Hindi Granth Academy M.P.

Reference Books:-

1. Philip Kotler : Marketing management Englewood Cliffs.
2. William M. Pride and O.C. Ferrell Marketing: Houghton – Mifflin Boston.
3. Kotler Philip and Armstrong Gary: Principles of Marketing: Prentice Hall of India, New Delhi.

Note: Learners are advised to use latest edition of text books.

On line Resources : * e-Resources/e-books and e-learning portals:

https://onlinecourses.nptel.ac.in/noc19_mg48/preview

https://onlinecourses.swayam2.ac.in/cec23_mg12/preview

<https://onlinelibrary.wiley.com/doi/10.1111/jcpp.12745/preview>

https://www.youtube.com/watch?v=NJUaDd_VfAR

https://www.youtube.com/playlist?list=PLmrZeoTDH1c_m8ri-251dhf-f0n--lv

PART -D: Assessment and Evaluation

Suggested Continuous Evaluation Methods: Maximum Marks - 100 M. A.

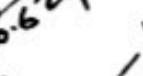
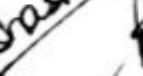
Suggested Continuous Evaluation Methods: Maximum Marks	100 Marks
Continuous Internal Assessment (CIA):	30 Marks

Continuous Internal Assess.

Continuous Internal Assessment : (CIA) (By Course Teacher)	Internal Test/Quiz (2) : 20 & 20 (Assignment/Seminar : 10 Total Marks : 30	Better marks out of the two Test/Quiz + obtained marks in Assignment shall be considered against 30 Marks
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End Semester Exam. (ESE):	Two Section :- A & B Section A :Q.1-Objective-10x1=10Marks; Q.2-Short answer type-5x4=20 Marks Section B : Descriptive answer type qts-1out 2 from each unit-4x10=40 Marks	against 30 Marks
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Name and Signature of Convener & Members of (CBoS) :

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