

# 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"> <li>Develop the understanding of marketing, marketing philosophies and environmental conditions effecting marketing decisions.</li> <li>Analyze the process of marketing decisions involving product development and its role in value creation.</li> <li>Analyze the Process of marketing decisions involving product Promotion and its role in creating communication value for customers</li> <li>Understand the basics of marketing distribution channels and its role.</li> <li>Aspiring to be marketing professionals in better decision making and understanding their role in the marketing sphere.</li> </ul>	
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	<b>Marketing:</b> Concepts, Nature, Scope and Importance. Traditional and Digital Marketing. Marketing strategic, Marketing Mix, Marketing Environment. <b>Marketing Information System:</b> Definition, purpose, scope and Components.	15
II	<b>Consumer Behavior:</b> Nature, Scope And Significance. Factor Influencing Consumer Buying Decisions. <b>Market Segmentation</b> - Concept and Importance, Bases for Market Segmentation, Service Marketing and after sales services.	15
III	<b>Product</b> - Concept of Product, Consumer and Industrial Goods, Product Planning and Development, Product Life Cycle, Packaging, <b>Brand Pricing</b> - Importance of Pricing in the Marketing, Mix, Factors affecting Pricing of Product /Service.	15
IV	<b>Distribution Channels and Physical Distribution-</b> Distribution Channels - Concept and role; Types of Distribution Channels, Factors affecting Choice of a Distribution Channel, Retailer and Wholesaler. <b>Sales Promotion</b> - Methods of Promotion, Optimum Promotion Mix; <b>Advertising Media</b> -Their Relative Merits & demerits and their Limitation.	15
Key Words	Marketing, Marketing Information System, Consumer Behaviour, Market Segmentation, Product, Brand Pricing, Distribution Channels, Sales Promotion, Advertising Media	



## Signature of Convener & Members (CBoS):

<b>PART-C: Learning Resources</b>		
<b>Textbooks, Reference Books and Others</b>		
<b>Text Books Recommended:-</b>		
<ol style="list-style-type: none"> <li>1. Prof. Agrawal &amp; Kothari, SBPD Publishing House, Agra.(Hindi Medium)</li> <li>2. Dr.N. Mishra, SBPS Publishing House, Agra(English Medium)</li> <li>3. Dr. M.C. Jain, Sahitya Bhawan Publications, Agra(Hindi Medium)</li> <li>4. Dr. R.C. Agrawal, Agra(Hindi Medium)</li> <li>5. Dr. S.C. Saxena, Agra(Hindi Medium)</li> <li>6. Dr. S.K. Jain Hindi Granth Academy M.P.</li> </ol>		
<b>Reference Books:-</b>		
<ol style="list-style-type: none"> <li>1. Philip Kotler : Marketing management Englewood Cliffs.</li> <li>2. William M. Pride and O.C. Ferrell Marketing: Houghton – Mifflin Boston.</li> <li>3. Kotler Philip and Armstrong Gary: Principles of Marketing. Prentice Hall of India, New Delhi.</li> </ol>		
<b>Note: Learners are advised to use latest edition of text books.</b>		
<b>On line Resources : * e-Resources/e-books and e-learning portals:</b>		
<a href="https://onlinecourses.nptel.ac.in/noc19_mg48/preview">https://onlinecourses.nptel.ac.in/noc19_mg48/preview</a> <a href="https://onlinecourses.swayam2.ac.in/cec23_mg12/preview">https://onlinecourses.swayam2.ac.in/cec23_mg12/preview</a> <a href="https://onlinecourses.nptel.ac.in/noc20_mg04/preview">https://onlinecourses.nptel.ac.in/noc20_mg04/preview</a> <a href="https://www.youtube.com/watch?v=NUOd-Vf4RA">https://www.youtube.com/watch?v=NUOd-Vf4RA</a> <a href="https://www.youtube.com/playlist?list=PLmrZooTDUg_cn8zig7S1dbfgf0nocpliy">https://www.youtube.com/playlist?list=PLmrZooTDUg_cn8zig7S1dbfgf0nocpliy</a>		
<b>PART -D : Assessment and Evaluation :</b>		
<b>Suggested Continuous Evaluation Methods: Maximum Marks</b>		
<b>Continuous Internal Assessment (CIA) :</b>		<b>100 Marks</b>
<b>End Semester Exam. (ESE) :</b>		<b>30 Marks</b>
		<b>70 Marks</b>
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
End Semester Exam. (ESE):	<b>Two Section :- A &amp; B</b> <b>Section A :Q 1-Objective-10x1=10Marks;Q 2-Short answer type-5x4=20 Marks</b> <b>Section B : Descriptive answer type qts-1out 2 from each unit-4x10=40 Marks</b>	

**Name and Signature of Convener & Members of (CBoS) :**

