



Bachelor of Commerce (B. Com.)

Semester-III

Course Code	UB03MACOM03	Title of the Course	Business Management – III (Marketing Mgt.-1)
Total Credits of the Course	04	Hours per Week	04

Course Objectives	<ul style="list-style-type: none"> • To give insight about marketing management. • To outline key marketing concepts and its application to different markets. • To understand the process of New Product Development. • To get insight of the pricing decision. • To learn about the various distribution channels and product promotion.
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Course Content		
Unit	Description	Weightage
1.	Introduction <ul style="list-style-type: none"> • Core concepts of marketing- Needs, Wants & Demands ; products; value & satisfaction; exchange, transactions & relationships; Markets, Marketing & Marketing Management • Marketing Management Philosophies: Production concept, product concept, selling concept, marketing concept • Marketing Mix • Importance of Marketing. • Functions of Marketing 	25%
2.	Product Decisions <ul style="list-style-type: none"> • Product- concept, classification, product line & product mix decision • New Product Development Process • Product life cycle-concept, stages & strategies • Branding, Packaging & Labeling concepts 	25%
3.	Pricing Decisions <ul style="list-style-type: none"> • Meaning of Price • Objectives of pricing • Importance of pricing • Factors affecting Pricing • Pricing methods 	25%
4.	Channel of Distribution Decisions & Product Promotion Channels of distribution: <ul style="list-style-type: none"> • Meaning, • objectives, • levels of channels, • Factors affecting choice of channels of distribution Promotion: <ul style="list-style-type: none"> • Meaning, • Importance, • Promotion tools 	25%





Teaching-Learning Methodology	<ul style="list-style-type: none"> • ICT through (Power Point Presentation, Audio-Visual Presentation) • Group Discussion, Role Playing, • Case Study
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Internal and / or External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
University Examination (%)		50 (100%)	25 (100%)

Course Outcomes: Having completed this course, the learner will be able to	
1.	Get basic knowledge about the concept of Marketing
2.	Get idea about Product Decisions
3.	Get idea about Pricing Decisions
4.	Understand Channel of Distribution Decisions & Product Decision

Suggested References	
Sr. No.	References
1.	Salesmanship and Advertising-R.C.Agrawal
2.	Salesmanship and Publicity-J.S.K.Patel.
3.	Marketing Management-R.C.Agrawal
4.	Promotion Management- S.A.Chunawala.
5.	Marketing Management - Philip Kotler
6.	Marketing Management –S.A.Sherlekar

On-Line Resources available that can be used as Reference Material	
1.	https://library.oapen.org/bitstream/id/cb6f2a55-be31-4afb-ad2f-77103500cfeb/PUB_580_Leisch_Market_Segmentation_Analyses.pdf
2.	https://old.mu.ac.in/wp-content/uploads/2020/09/Marketing-Management-Paper-III-Eng.pdf
3.	https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Marketing-Management--Text-and-Cases-PDFDrive.com-.pdf
4.	https://onlinecourses.swayam2.ac.in/imb24_mg84/preview
5.	https://onlinecourses.swayam2.ac.in/cec24_mg25/preview

