



Bachelor of Commerce (B. Com.)

Semester-III

Course Code	UB03MACOM04	Title of the Course	Business Management – IV (Marketing Management-II)
Total Credits of the Course	04	Hours per Week	04

Course Objectives	<ul style="list-style-type: none">• To give insight about marketing environment.• To outline key buying behavior and its determinants.• To analyze and examine the selection of market segmentation.• To understand marketing of services and its determinants.
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Course Content		
Unit	Description	Weightage
1.	Marketing Environment: <ul style="list-style-type: none">• Need for Environment Analysis• Importance of Environment Analysis• The company's Microenvironment• The company's Macro environment	25%
2.	Buyer Behaviour <ul style="list-style-type: none">• Concepts• Determinants• Consumer buying process• Stages of buying process	25%
3.	Marketing Segmentation <ul style="list-style-type: none">• Concept• Criteria• Selecting the market segmentation• Advantages• Bases of market segmentation	25%
4.	Marketing of Services <ul style="list-style-type: none">• Marketing concept in service marketing• Classification of services• Features of services• 7 P's of services• Determinants of Service Quality	25%





Teaching-Learning Methodology	<ul style="list-style-type: none"> • ICT through (Power Point Presentation, Audio-Visual Presentation) • Group Discussion, Role Playing, • Practical Problem Solving
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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 familiarity with Marketing Environment
2.	Get idea about Product and Pricing Decisions Understand the concept of Buyer Behaviour and Marketing Segmentation
3.	Identify the combination of specific segments and reach to the specific group of consumers
4.	Learn about Marketing of Services

Suggested References

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

On-Line Resources available that can be used as Reference Material

1.	https://ebooks.lpude.in/commerce/mcom/term_2/DCOM405_DMGT408_MARKETING_MANAGEMENT_DMGT203_ESSENTIALS_OF_MARKETING.pdf
2.	https://assets.openstax.org/oscms-prodcms/media/documents/Principles_Marketing-WEB.pdf
3.	SWAYAM- https://onlinecourses.swayam2.ac.in/cec24_mg25/preview

