

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Programme: B.COM Semester: IV
Syllabus with effect from the Academic Year: 2022-2023

B.COM. SEMESTER-IV		
Paper Code	Title of the Paper	Total Credit
UB04CCOM72	Marketing Management	3
Course Objectives	To make student familiar with the concepts of Marketing	

Course Description		
Unit	Description	Weightage
1.	Introduction of marketing Management Concept, Nature and Scope of Marketing, Importance of marketing in Business and Indian Economy, Core concepts of marketing, Marketing Philosophies, marketing Mix	25%
2.	Marketing Environment Concept, Factors affecting Marketing Environment, Scope and Significance of Consumer Behavior and Bases of market segmentation	25%
3.	Product and Price Mix Product: Concept, Types, Product Life Cycle, New Product development Process, Functions of Packaging Price: Importance, Factors affecting Price, Policies and Strategies of Price	25%
4.	Promotion Mix Concept, Promotion Tools, Advertising Medias, Features of good Ad Copy, Process of Personal Selling, Qualities of a successful Salesman and Functions of Sales man.	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to
<ul style="list-style-type: none"> • Get familiar with Introduction of marketing Management • Get understanding of Marketing Environment, Product, Price Mix, Promotion Mix

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)	
Sr. No	References
1.	Marketing Management by Dr. C.B.Gupta and Dr.Rajan
2.	Marketing Management by Shrinivasan and Radhaswami
3.	Marketing Management by Philip Kotler
4.	Marketing Management by S.A.Sherlekar, Himalaya Publishing House
5.	Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/232	