

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: III
Syllabus with effect from : JUNE 2012

Paper Code: UB03ECOM09	Total Credit: 3
Title Of Paper: BM-V (Marketing Management-I)	

Unit	Description in detail	Weighting (%)
1	Basic Concepts: - Market, Marketing, Marketing Management. Evolution of Marketing Concepts. Importance of Marketing. Functions	25 %
2	Product Decisions Concepts of Product & Product mix Characteristics of Product, Development of New Product Product life cycle.	25 %
3	Pricing Decisions Meaning of Pricing Objectives Pricing Policies Methods of Pricing	25 %
4	Channel of Distribution Decisions Meaning Types of Channel Functions Factors affecting choice of Channel of distribution	25 %

Basic Text & Reference Books

- Salesmanship and Advertising- R.C.Agrawal
- Salesmanship and Publicity- J.S.K.Patel.
- Marketing Management- R.C.Agrawal
- Promotion Management- S.A.Chunawala.
- Entrepreneurship Development in India- C B Gupta & N P Srinivasan

