



B.COM. SEMESTER – 2

3	MINOR 2	BUSINESS MANAGEMENT – 2 (Marketing Management)
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Name of the Course:	Business Management – 2 (Marketing Management)
Course credit:	04
Teaching Hours:	60 (Hours)
Total marks:	100

Objectives:

The structure of this course is to provide basic understanding of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing scenario in India.

Learning Outcomes:

After completion of the course, learners will be able to:

1. Identify and assess the impact of digital technology in transforming the business environment and also the customer journey;
2. Explain the way marketers think, conceptualize, test continuously to optimize their product search on digital platforms;
3. Illustrate the measurement of effectiveness of a digital marketing campaign;
4. Introduction of AI in Digital Marketing;
5. Demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation;
6. Explain the need for regulatory framework for digital marketing in India.

PARTICULAR	NO. OF LECTURES
UNIT NO. 1 : INTRODUCTION TO MARKETING AND MARKETING ENVIRONMENT	
Introduction to Marketing: Concept, Scope and Importance; Marketing Philosophies; Marketing Mix for goods and services.	12
Marketing Environment: Need for studying marketing environment; marketing intermediaries, customers, competitors, publics; Macro environment-demographic, economic, natural technological, politico-legal and socio-cultural factors.	
UNIT NO. 2 : CONSUMER BEHAVIOUR AND MARKETING STRATEGIES	
Consumer Behaviour: Need for studying consumer Behaviour; Stages in consumer buying decision process, Factors influencing consumer's buying decisions.	12
Marketing Strategies: Market segmentation-concept and bases of segmenting consumer markets; Market Targeting; Product Positioning- concept and bases.	
UNIT NO. 3 : PRODUCT DECISIONS	
Concept and classification; Product mix; Branding; Packaging; Labeling; Product support services; Product life cycle-concept and marketing strategies.	12
UNIT NO. 4 : PRICING DECISIONS AND DISTRIBUTION DECISIONS	
Pricing Decisions: Objectives; Factors affecting price of a product; Pricing strategies for new products- penetration pricing and skimming pricing.	12
Distribution Decisions: Channels of Distribution: types and functions; Wholesaling and retailing; factors affecting the channels of distribution; Logistics Decisions.	





UNIT NO. 5 : PROMOTION DECISIONS AND DEVELOPMENTS IN MARKETING	
Promotion Decisions: Communication process; Importance of promotion; Promotion tools: advertising, personal selling, sales promotion, public relations, publicity and direct marketing Developments in Marketing: Sustainable Marketing; Rural marketing; Social marketing; Digital marketing – an overview.	12
Total Lectures/Hours	60

Suggested Readings:

1. Baines Et AL(2021).Fundamentals of Marketing.Oxford University Press.
2. Etzel, M. J., Walker, B. J., Stanton, W. J., Pandit, A. (2010). Marketing. Mc Graw Hill.
3. Kapoor, N. Principles of Marketing, 2nd ed. PHI learning
4. Kotler, P., Armstrong, G., Agnihotri, P. (2018). Principles of Marketing. Pearson Education. Indian edition.
5. Kotler, P., Chernev, A., Keller, K. L. (2022). Marketing Management. United Kingdom: Pearson Education.
6. Levy, M., Grewal, D. (2022). Marketing. United States: McGraw-Hill Education.
7. Masterson, R. (2022), Marketing, 5ed., Sage Textbook
8. Ramaswamy, N, (2018), Marketing Management, Sage Textbook
9. Sharma, K., Aggarwal S. (2021). Principles of Marketing. Taxmann Publications.

Note: Learners are advised to use latest edition of text/reference books

