

<b>B.COM. SEMESTER – 5</b>		
<b>7</b>	<b>Elective – 2</b>	<b>Business Management – 5</b> <b>[Marketing Management - 1]</b>

Name of the Course: **Business Management – 5 [Marketing Management - 1]**  
 Course credit: **03**  
 Teaching Hours: **45 (Hours)**  
 Total marks: **100**

**Objectives:**

To aware the students about the principles and practices of Marketing concepts and its' managerial applications

<b>Unit</b>	<b>Content</b>	<b>No. of Lectures</b>
<b>1</b>	<b>INTRODUCTION TO MARKETING MANAGEMENT:</b> <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Concept and evolution</li> <li>- Nature</li> <li>- Scope and functions</li> <li>- Importance</li> <li>- Marketing mix</li> <li>- Strategic Market Planning an overview</li> </ul>	<b>11</b>
<b>2</b>	<b>PRICING DECISION AND PRODUCT DECISION:</b> <b>[A] Pricing decision:-</b> <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Meaning and Objectives</li> <li>- Factors affecting pricing</li> <li>- Pricing policies and strategies</li> <li>- Ethics in pricing</li> </ul> <b>[B] Product decision:-</b> <ul style="list-style-type: none"> <li>- Concept of product</li> <li>- Classification of product</li> <li>- Product Line and Product Mix</li> <li>- Branding</li> <li>- Packaging and labeling</li> <li>- New Product development and Consumer Adoption Process</li> <li>- Product Life Cycle (PLC)</li> </ul>	<b>12</b>
<b>3</b>	<b>DISTRIBUTION CHANNEL - PHYSICAL DISTRIBUTION DECISION:</b> <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Meaning</li> <li>- Types of Distribution Channels</li> </ul>	<b>11</b>



	<ul style="list-style-type: none"> <li>- Nature</li> <li>- Scope and Functions</li> <li>- Intermediaries</li> <li>- Channel selection and Management decisions</li> <li>- Retailing and wholesaling</li> <li>- Online Selling</li> </ul>	
4	<b>PROMOTION DECISION:</b> <ul style="list-style-type: none"> <li>- Introduction-Meaning</li> <li>- Communication process</li> <li>- Promotion mix</li> <li>- Advertising and its' effectiveness</li> <li>- Personal selling</li> <li>- Publicity and Public relations</li> <li>- Sales Promotion -Meaning-Tools-Techniques</li> </ul>	<b>11</b>
<b>Total Lectures</b>		<b>45</b>

#### **SUGGESTED READINGS AND REFERENCE BOOKS:**

1. Kotler, Philip and Gary Armstrong: Principles of Marketing, Prentice Hall, New Delhi.
2. Kotler, Philip: Marketing Management-Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi
3. Majumdar, Ramanuj: Product Management in India, Prentice Hall, New Delhi.
4. Me Carthy, E. Jenome and William D. Perreault JR: Basic Marketing: Managerial Approach, Richard D. Irwin, Homewood, Illinois
5. Ramaswamy.V.S and Namakumari.S: Marketing Management, MacMillan India, New Delhi.
6. Srinivasan, R: Case Studies in Marketing: The Indian Context, Prentice Hall, New Delhi.
7. Stanton, William J., and Charles Futrell: Fundamentals of Marketing; McGraw Hill Publishing Co., New York.
8. Still, Richard R, Edward W, Cundiff and Norman A.P. Govoni: Sales Management: Decisions, Strategies and Cases, Prentice Hall, New Delhi

**Note: Latest Editions of the above books may be used.**

