

B.COM. SEMESTER – 6

7	Elective – 2	Business Management – 6 [Marketing Management - 2]
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Name of the Course: **Business Management – 6 [Marketing Management - 2]**
 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

Unit	Content	No. of Lectures
1	MARKET SEGMENTATION: <ul style="list-style-type: none"> - Introduction-Meaning and concept - Importance of market segmentation - Bases of market segmentation - Target market selection - Product differentiation v/s Market Segmentation 	11
2	DEMAND FORECASTING: <ul style="list-style-type: none"> - Introduction - Meaning and concept - Types and Stages - Methods of demand forecasting <ul style="list-style-type: none"> ➤ For Existing product ➤ For New product - Importance 	11
3	SERVICE MARKETING: <ul style="list-style-type: none"> - Introduction - Meaning and Characteristics of Service - Classification of service - Product Marketing V/S Service Marketing - Paradigms in Service Marketing - Service Marketing system - Service quality and Role of service in Economy 	12
4	RECENT NEW CONCEPT OF MARKETING: <ul style="list-style-type: none"> - Introduction - New concepts covering Meaning-Elements-Importance[Only Brief understanding of]: <ul style="list-style-type: none"> ➤ Cyber Marketing ➤ Online Marketing ➤ Direct Marketing ➤ Social Marketing 	11



	<ul style="list-style-type: none"> ➤ Green Marketing ➤ Rural Marketing 	
Total Lectures		45

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. McCarthy, E. Jerome 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.

