

**(B) Minor Courses (MIC) to be offered by the Department for students of other Departments of Commerce**

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MIC-1	BCMK/MIC-1	Principles & Functions of Marketing	3	100
2.	II	MIC-2	BCMK/MIC-2	Advertising Management	3	100
3.	III	MIC-3	BCMK/MIC-3	Sales & Distribution Management	3	100
4.	IV	MIC-4	BCMK/MIC-4	Consumer Behaviour	3	100
5.	V	MIC-5	BCMK/MIC-5	Rural Marketing in India	3	100
6.	V	MIC-6	BCMK/MIC-6	Tourism Marketing	3	100
7.	VI	MIC-7	BCMK/MIC-7	Service Marketing	3	100
8.	VI	MIC-8	BCMK/MIC-8	Digital Marketing	3	100
9.	VII	MIC-9	BCMK/MIC-9	Event Management	4	100
10.	VIII	MIC-10	BCMK/MIC-10	International Marketing	4	100

Sub Total = 32

**Note:** The Department may reduce the syllabus of the Minor Courses as per the credit distribution. The Department concerned may also decide practical courses.

## GROUP-B: MARKETING

### BCMK/MIC-1 : PRINCIPLES AND FUNCTIONS OF MARKETING

#### Objective:

To acquaint the learners about the Principles and practices as followed in Marketing of the Products and Services at the National and International level

#### Learning Outcomes

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

1. Acquaint with the concept of marketing and its functions in the present context.
2. Gain knowledge about marketing strategies.
3. Know the different aspects of marketing mix and develop the skill to promote the new product in the market.

BCMK/MIC-1 : PRINCIPLES AND FUNCTIONS OF MARKETING		
(Theory: 3 credits)		
Unit	Topics to be covered	No. of Lectures
1	<b>Fundamentals of Marketing:</b> Meaning, Concept, Importance, Functions of Marketing. Marketing and Selling, Modern Marketing Concept, Relationship Marketing.	10
2	<b>Market Segmentation:</b> Meaning, Objectives and Importance of Market Segmentation. Basis of Market Segmentation, Marketing Strategy-Segmentation, Targeting and Positioning.	10
3	<b>Marketing Mix:</b> Meaning, Elements of Marketing mix Product, Price, Promotion and Place. New Product Development Process. Reasons for failure of new product development.	10
Sub Total		30

#### Suggested Readings :

1. Philip Kotler- Marketing Management
2. RSN Pillai- Modern Marketing, Chand Publication, N.Delhi.
3. Ramaswami- Marketing Management-Mc. Graw Hill
4. C.N. Sontakki-Marketing Management- Kalyani Publication
5. Arun Kumar Marketing Management-Vikas Publication. & N. Minakshi-

Manish  
14/06/23

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P. V. Kumar  
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