

Syllabus for four years B.Com in Marketing
Subject under CBCS system and Semester System as per UGC
Regulations
(Curriculum and Credit framework for undergraduate programme)
(Group-B) Marketing
(A) Major Core Courses

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MJC-1	BCM/MJ C-1	Principles and Functions of Management	6	100
2.	II	MJC-2	BCM/MJ C-2	Principles and Functions of Marketing	6	100
3.	III	MJC-3	BCM/MJ C-3	Sales and Distribution Management	5	100
4.	III	MJC-4	BCM/MJ C-4	Advertising Management	4	100
5.	IV	MJC-5	BCM/MJ C-5	Tourism Marketing	5	100
6.	IV	MJC-6	BCM/MJ C-6	Rural Marketing in India	5	100
7.	IV	MJC-7	BCM/MJ C-7	Service Marketing	5	100
8.	V	MJC-8	BCM/MJ C-8	Consumer Behaviour	5	100
9.	V	MJC-9	BCM/MJ C-9	Digital Marketing	5	100
10.	VI	MJC-10	BCM/MJ C-10	Event Management	4	100
11.	VI	MJC-11	BCM/MJ C-11	International Marketing	5	100
12.	VI	MJC-12	BCM/MJ C-12	Business Economics	5	100
13.	VII	MJC-13	BCM/MJ C-13	Business Law	5	100
14.	VII	MJC-14	BCM/MJ C-14	Research Methodology	5	100
15.	VII	MJC-15	BCM/MJ C-15	Company Law	6	100
16.	VIII	MJC-16	BCM/MJ C-16	Business Communication	4	100

Sub Total = 80

Note:

MJC – Major Course
 BCMK- B.Com in Marketing
 CIA- Continous Internal Assessment
 ESE- End Semester Examination

Manish
14/06/23

Antak
14.06.2023

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14-06-2023

Prakash
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Manish
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GROUP-B: MARKETING

BCM/MJC-2 : 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 concepts of marketing information system and consumer behavior.

BCM/MJC-2 : PRINCIPLES AND FUNCTIONS OF MARKETING (Theory credits)		
Unit	Topics to be covered	No. of Lectures
1	Fundamentals of Marketing : Meaning, Concept, Importance, Functions of Marketing, Marketing and Selling, Modern Marketing Concept, Relationship Marketing.	10
2	Market Segmentation : Meaning, Objectives and Importance of Market Segmentation, Basis of Market Segmentation Marketing Strategy- Segmentation, Targeting and Positioning.	12
3	Marketing Mix : Meaning, Elements of Marketing mix Product, Price, Promotion and Place. New Product Development Process Reasons for failure of new product development.	16
4	Marketing Environment : Meaning, Importance of Marketing Environment, Micro and Macro Environment and their types Methods of Sales forecasting.	12
5	Marketing Information System Meaning, Concept and importance. Types and Components of Marketing information system Consumer behaviour factors influencing consumer behavior Buying Decision Process.	10
Sub Total		60

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

Manjiv
24/06/23

14.06.2023

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P. V. K. V.
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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	Fundamentals of Marketing: Meaning, Concept, Importance, Functions of Marketing. Marketing and Selling, Modern Marketing Concept, Relationship Marketing.	10
2	Market Segmentation: Meaning, Objectives and Importance of Market Segmentation. Basis of Market Segmentation, Marketing Strategy-Segmentation, Targeting and Positioning.	10
3	Marketing Mix: 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
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