

B.COM IVth SEMESTER
COMMERCE
BCM-401: MARKETING MANAGEMENT

Total Marks: 100 (80- End Semester and 20-Sessional)

Objectives: *Having studied this paper, a student will be able to:*

- a. Enable the students to understand and appreciate the concept of marketing in theory and practice*
- b. Understand Marketing environment and its components*
- c. Understand the concept of 4 P's*

- Unit 0 Baseline Analysis:** Introduction of basic concepts, objectives, and goal setting.
- Unit – I:** Marketing Management: Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).
- Unit – II:** Marketing Mix: Concept- 4ps, Decision Within The 4 Ps, Product, Price, Place, Promotion, Challenges of 4Ps; Segmentation, Targeting, Positioning.
- Unit – III:** Product: Concept, Product Levels, Product Categories, Goods & Services, Consumer Goods, Industrial Goods, Product Life Cycle- Strategies in each Phases; Development of the New Product.
- Unit – IV:** Pricing and Place: Concept, Factors Influencing Pricing, Methods, Pricing for New Products; Distribution: Channels and Levels of Distribution, Channel Members.
- Unit – V:** Promotion: Promoting Products, Product Mix- Advertising, Sales Promotion, Publicity And Public Relations, Personal Selling.
- Unit 100 Advanced skills:** Revision of concepts, journal/magazine reviews, and assignments/projects.

Suggested Readings

Sherlekar, S. A. (2010). *Marketing Management*. Mumbai: Himalayan Publishing House.

Kotler, Philip. Armstrong, Gary. Y.Agnihotri, Prafulla. & Ul Haque, Eshan. (2011). *Principles of Marketing*. New Delhi: Prentice Hall India.

V.S, Ramaswamy. & S, Namakumari. (2018). *Marketing Management*. New Delhi: Tata\McGraw Hill.

Kotler, Philip. (2009). *Marketing Management*. New Delhi: Pearson Prentice Hall.

