

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**



**Name of the Faculty: Commerce & Management**

**CHOICE BASED CREDIT SYSTEM**

**Syllabus: Principles of Marketing**

**Name of the Course: B.Com. I ( Sem-I & II )**

**(Syllabus to be implemented from w.e.f. June 2019)**

(Subject to modifications that will be made from time to time)

# **Punyashlok Ahilyadevi Holkar Solapur University, Solapur**

## **Choice Based Credit System, Syllabus**

### **B.Com.Part-I**

#### **Principles of Marketing**

(w. e. f. June-2019)

- 1. Title of Course** :- **B.COM. PART – I**
- 2. Name of the Paper** :- **Principles of Marketing**
- 3. Objective of the Course** :- To understand the different marketing concepts  
in global scenario  
To inculcate the effective marketing skills
- 4. Advantage of the Course** :- It helps to create self-employment.
- 5. Eligibility of Course** :- Higher secondary Examination Pass
- 6. Duration of the Course** :- 01 Year  
Sem I - Six months  
Sem II – Six months
- 7. Medium of Instructions :**
  - i) Marathi
  - ii) English
- 8. Structure of the Course** :- Total Marks : 100  
Sem. I : 40 Marks (University Assessment ) +10 (College Assessment)  
Sem. II : 40 Marks (University Assessment ) + 10 (College Assessment)

# Punyashlok Ahilyadevi Holkar Solapur University, Solapur

## Choice Based Credit System Syllabus

### B.Com.Part-I

### Principles of Marketing

(w. e. f. June-2019)

Paper Code No.

Lectures per week : 04

Course No.

Total Lectures : 60

Total Marks : 100

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### SEMESTER I

Unit No.	Name of the Topic	Details	Lectures / Periods
1	Introduction	<ul style="list-style-type: none"><li>- Meaning</li><li>- Definitions</li><li>- Nature and scope of marketing</li><li>- Importance of Marketing</li><li>- Selling v/s Marketing</li><li>- Marketing Strategies</li></ul>	18
2	Market and Market Segmentation	<ul style="list-style-type: none"><li>- Meaning of Markets</li><li>- Types of Markets</li><li>- Market Segmentation - Meaning</li><li>- Bases for Market Segmentation</li><li>- Global Marketing</li></ul>	20
3	Marketing Mix	<p>a) Product</p> <ul style="list-style-type: none"><li>- Concept of Product</li><li>- Consumer &amp; Industrial goods</li><li>- Packaging- Functions of Packaging</li><li>- Branding and Trademarks.</li><li>- Concept of Product Life Cycle.</li></ul>	12
4		<p>b) Price -</p> <ul style="list-style-type: none"><li>- Importance of Price</li><li>- Factors affecting price of product and Service</li></ul>	10

## SEMESTER II

Unit No.	Name of the Topic	Details	Lectures / Periods
5	Marketing Mix	a) Distribution - Meaning - Types of Distribution Channels - Factors affecting distribution Channels	08
		b) Promotion - Methods of Promotion	08
6	Consumer Behavior	- Meaning - Definition - - - Importance of Consumer Behavior - Factors affecting Consumer Behavior - Consumer Protection Act 1986 - its Features, Definition of Consumer.	10
7	Recent Trends in Marketing	<b>A) E- Business.</b> - Meaning of E- business. - Scope - Types of E- Business. - Advantages of E- Business. - Limitations of E- Business. <b>B) Tele Marketing or Tele Shopping.</b> - Meaning of Tele Marketing. - Procedure of Tele Marketing Transactions. - Features of Tele Marketing. <b>C) Digital Mobile Marketing</b> - Meaning - Mobile Apps used for Digital Marketing <b>D) Virtual Marketing.</b> - Meaning of Virtual Marketing. - Characteristics of Virtual Marketing. - Importance of Virtual Marketing	16
8	Marketing Information System	<b>Marketing Information System :</b> - Definition, purpose, scope and Components of Marketing Information System <b>Marketing Research</b> - meaning Importance and application of marketing research.	14

**B.Com Part – I**  
**Principles of Marketing**  
**Suggested Readings**

- 1) Philip Kotler :- Marketing Management Englewood cliffs Prentice Hall, N. J. New Delhi.
- 2) William M. Pride & :- Marketing & O.C. Ferrel Houghton Mifflin Boston.
- 3) Markchand & B. :- An Introduction to Marketing Vardharajan Vikas Publishing House, S. Ansari Road, New Delhi.
- 4) Mohammad Amanatnallh :- Principles of Modern Marketing Kalyani Publications - New Delhi.
- 5) Dr. C. N. Sontakki :- Marketing Management Kalyani Publications – New Delhi.
- 6) Rustom S. Davan :- Modern Marketing Management.
- 7) S. A. Sherlekar :- Marketing Management Himalayan Publishing House.