SHIVAJI UNIVERSITY, KOLHAPUR.

Estd 1962

NAAC 'A' Grade

Syllabus For

Bachelor of Commerce

B.Com. Part-I

CBCS Pattern

PRINCIPLES of MARKETING

Sem-I & Sem-II

Introduced from June 2018 and Onwards
(Subject to the modifications will be made from time to time)

Shivaji University Kolhapur
B. Com. (CBCS Pattern)
Part- I (Semester I)
PRINCIPLES of MARKETING Paper I
Generic Elective Course
Introduce from June-2018-19

Credits : 4

Objective : The objective of this course is to provide basic knowledge of concepts, principles , tools and techniques of marketing.

Unit : I Introduction : Nature, Scope and importance of marketing ; Evolution of marketing concepts; marketing environment.
.   (15 Hours)

Unit : II- a) Consumer Behaviour – An Overview : consumer buying process; factors influencing consumer buying decisions.
b) Market Selection : Market segmentation – concept, importance and bases: Target market selection; positioning concept and importance product differentiation vs. market segmentation. .
                                                                                          (15 Hours)

Unit : III – Rural marketing : Growing importance; Distinguishing characteristics of rural marketing ; Understanding rural consumers and rural markets. marketing mix planning for rural markets .

                                                                                          (15 Hours)

Unit : IV- Recent developments in marketing: Social Marketing, Online marketing, green marketing . Markrting Information System-concept and components: Marketing Research and its process. .
.   (15 Hours)

Shivaji University Kolhapur
B. Com. (CBCS Pattern)
Part- I (Semester II)
PRINCIPLES of MARKETING Paper II
Generic Elective Course

Credits : 4

Objective : The objective of this course is to provide basic knowledge of 4P's of marketing and retailing

Unit : I – Product : Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support; Product life-cycle; New Product Development.   .
(15 Hours)

Unit : II –a) Pricing : Significance. Factors affecting price of a product. Pricing policies and Strategies.
b) Nature and Importance of promotion; promotion tools : advertising, personal selling, public relation & sales promotion -concept and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions. .   (15 Hours)

Unit : III –Distribution : Channels of distribution – meaning and importance; Types of distribution channels ; Wholesaling and retailing ; Factors affecting choice of distribution channel; Physical Distribution. Direct marketing and Services marketing- concept and characteristics.
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(15 Hours)

Unit : IV – Retailing ; Types of retailing – store -based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing opertions; an overview; Retailing in India : changing scenario.   (15 Hours)

List of Reference Books -Principles of Marketing Paper-I &II
(Semester I & II)

1- Kotler Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque. Principles of Marketing. 13th edition. Pearson Education.
2- Michael, J. Etzel, Bruce J. Walker, William J Stantion and Ajay Pandit. Marketing Concepts and Cases. (Speical Indian Edition)
3- McCarthy, E Jerome and William D. Perreault, Basic Markting. Richard D. Irwin.
4- Lamb, Charles W, Joseph F. Hair, Dheeraj Sharma and Carl McDaniel Marketing :A South Asian Perspective Cengage Learning.
5- Pride William M. , D.C. Ferell. Marketing: Planning, Implementation & Control . Cengage Learning .
6- Majaro, Simon. The Essence of Marketing Perentice Hall, New Delhi
7- Zikmund William G and Michael D's Amico. Marketing :Creaing and Keeping Customers in an E- Commerce World. Thomson Learning.
8- Chhabra, T.N, and S.K. Grover. Marketing Management. Fourth Edition Dhanpat Rai & Company.
9- The Consumer Protection Act-1986.
10-   Iacobucci and Kapoor, Marketing Management : A South Asian Perspective, Cengage Leaening

Note- Latest edition of text books may be used.

Equivalence in accordance with titles and contents of paper

(For CBCS semester pattern of B.Com. (Hons) .new syllabus)

Sr. No.	Title of Old Paper	Title of New Paper
1	PRINCIPLES of MARKETING Paper-I (Sem-I)	PRINCIPLES of MARKETING Paper-I (Sem-I)
2	PRINCIPLES of MARKETING Paper-II (Sem-II)	PRINCIPLES of MARKETING Paper-II (Sem-II)