

Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for

Third Year B. Com Semester – V

Subject Name: - 305H-II: Marketing Management –II(I)

Subject Code: 305H-II

305H-II: Marketing Management –II(I)

Unit No	Topic
1	<u>Market Demand and Sales Forecasting</u> What is Demand? Definition Meaning Determinants Understanding Needs, Wants and Demands in Marketing. Types of Demands in Marketing Meaning of Sales Forecast, Sales Budget and Sales Quota Sales Forecasting Methods Forecasting Techniques
2	<u>Marketing of Non-Profit Organization</u> Non-Profit Organization-Concept, Characteristics Types Problems Need of Marketing of Non-Profit Organization Non-Profit Organization in India
3	<u>Changing Role of Marketing Organizations</u> Meaning of Marketing Organization Types of Marketing Organizations Factors Affecting on Marketing Organization Essentials of an effective Marketing Organizations The changing role of marketing and marketers.
4	<u>Brand Building Strategy</u> Concept of Brand Strategy Importance of Building a Brand Strategy Brand Building Strategy key concepts and Steps Various types of Brand Building Strategies Reviewing Brand Building Strategies