

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

**Second Year B.Com Semester – III**

**Subject Name: Marketing Management – I(I)**

**Subject Code: - 206 (H) – I**

**Preamble**

As the commercial scenario has totally changed, the need for advanced concepts has increased. Education system also has to change with the rapidly transforming times. Education system is trying to familiarize the students of commerce with advanced concepts in the field so that they are aware of the changing picture. Marketing Management is an important subject and has been structured to create awareness of the Marketing Management by giving proper insight to the basics of Marketing, so that the foundation of this subject is strengthened for further studies in Marketing. From this point of view avitribai Phule Pune University has introduced Choice Based Credit System of course structure. This system will develop the logical independent thinking for accepting the challenges of the changing Business world.

**Objective of the Course**

1. To introduce the concept of Marketing Management.
2. To give the students the basic knowledge of Marketing Management to be a successful modern marketer.
3. To inculcate knowledge of various aspects of marketing management through practical approach.
4. To interpret the issues in marketing and their solutions by using relevant theories of marketing management. Depth of the Program - Fundamental Knowledge of Marketing Management

**Objectives of the Program**

- To create awareness and impart knowledge about the basics of Marketing Management which is the basic foundation of Marketing subject.
- To orient the students in Marketing Strategy and Consumer Behaviour.
- To help students understand how to craft Marketing Plan which help the organisation outline their marketing goals and objectives.

- To enable students to apply this knowledge in practicality by enhancing their skills in the field of Marketing.

<b>Unit No</b>	<b>Unit Name</b>	<b>Contents</b>	<b>Purpose Skills To Be Developed</b>
<b>1.</b>	<b>Elements of Marketing Management</b>	1.1 Introduction 1.2 Meaning of Marketing Management 1.3 Nature & Scope of Marketing Management 1.4 Features of Marketing Management 1.5 Functions of Marketing Management 1.6 Components of Marketing Management 1.7 Problems of Marketing Management 1.8 Marketing Management Philosophy 1.9 Marketing Characteristics in Indian Context 1.10 Marketing Management Process	To give the students the basic knowledge of Marketing Management.
<b>2.</b>	<b>Marketing Strategy and Consumer Behaviour</b>	2.1 Marketing Strategy 2.1.1 Introduction 2.1.2 Concept of Strategy 2.1.3 Meaning of Marketing Strategy 2.1.4 Significance of Marketing Strategy 2.1.5 Aim of Marketing Strategy 2.1.6 Marketing Strategy Formulation 2.1.7 Bases of Formulating Marketing Strategy 2.1.8 Types of Marketing Strategy 2.2 Consumer Behaviour 2.2.1 Introduction 2.2.2 Meaning of Consumer Behaviour 2.2.3 Definition of Consumer	To develop the awareness amongst the students about how marketing strategy plays a vital role in making today's customers want to buy the products and services.

		2.2.4 Scope of Consumer Behaviour 2.2.5 Determinants of Consumer Behaviour 2.2.6 Concept of Motivation 2.2.7 Theories of Motivation 2.2.8 Multivariable Models of Consumer Behaviour 2.2.9 Buying Motives & Consumer Importance of Buying Motives 2.2.10 Monadic Models of Consumer Behaviour	
<b>3.</b>	<b>Marketing Planning</b>	3.1 Introduction 3.2 Meaning of Marketing Planning 3.3 Definition of Marketing Planning 3.4 Nature of Marketing Planning 3.5 Scope of Marketing Planning 3.6 Elements of Marketing Planning 3.7 Importance of Marketing Planning 3.8 Types Marketing Planning 3.9 Principles behind Successful Planning 3.10 Steps in Marketing Planning Process 3.11 Relevance in Marketing Planning 3.12 Structure of Marketing Plan 3.13 Constraints to Effective Marketing Planning	To enable the students to plan and make the best possible utilization of all the human and physical resources so that pre- determined marketing objectives of the firm can be achieved.
<b>4.</b>	<b>Marketing Research</b>	4.1 Introduction 4.2 Meaning of Marketing Research 4.3 Definition of Marketing Research 4.4 Scope of Marketing Research 4.5 Role of Marketing Research 4.6 Marketing Research Agencies	To make the students able to explain value of Market Research and its impact in decision making.

		<ul style="list-style-type: none"><li>4.7 Marketing Information Vs. Marketing Research</li><li>4.8 Objectives of Marketing Research</li><li>4.9 Marketing Research Procedure</li><li>4.10 Problem Definition</li><li>4.11 Research Design</li><li>4.12 Data Collection</li><li>4.13 Sampling and Sampling Designs</li><li>4.14 Probability Sampling Techniques</li><li>4.15 Data Analysis</li><li>4.16 Method of Reporting Research Findings</li></ul>	
--	--	--	--