

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

**Second Year B.Com Semester – IV**

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

**Subject Code: - 206 (H) - II**

**1. 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 Savitribai 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.

**2. Objective of the Course**

1. To create awareness and impart knowledge about the basics of Marketing Management which is the basic foundation of Marketing subject.
2. To orient the students in recent trends in marketing management.
3. To understand the concept of Green Marketing.
4. To enable students to apply this knowledge in practical by enhancing their skills in the field of Marketing.

<b>Unit No.</b>	<b>Unit Title</b>	<b>Contents</b>	<b>Purpose Skills To Be Developed</b>
<b>1</b>	<b>Green Marketing</b>	<b>1.1</b> Introduction <b>1.2</b> Meaning of Green Marketing <b>1.3</b> Definition of Green Marketing <b>1.4</b> Objectives of Green Marketing <b>1.5</b> Importance of Green Marketing <b>1.6</b> Strategies of Green Marketing <b>1.7</b> Role of Marketing Manager in Green Marketing <b>1.8</b> Marketing mix of green marketing <b>1.9</b> Principles of success of green products <b>1.10</b> Case studies	To understand the core principles required to create competitive advantage in the marketplace by implementing innovative green marketing strategies.
<b>2</b>	<b>E-Marketing</b>	<b>2.1</b> Introduction <b>2.2</b> Meaning of E-Marketing <b>2.3</b> Definition of E-Marketing <b>2.4</b> Utility of E-Marketing <b>2.5</b> Advantages of E-Marketing <b>2.6</b> Limitations of E-Marketing <b>2.7</b> Challenges before E-Marketing <b>2.8</b> Online and Offline Marketing <b>2.9</b> Present status of E-Marketing in India <b>2.10</b> Scope for E-Marketing in Indian scenario Online Marketing Strategies	To understand Professionals working in E- Marketing to design and implement Internet marketing plans.

<b>3</b>	<b>Digital Marketing</b>	<b>3.1</b> Introduction <b>3.2</b> Meaning of Digital Marketing <b>3.3</b> Definition of Digital Marketing <b>3.4</b> Difference between Traditional Marketing & Digital Marketing <b>3.5</b> Digital Marketing Channels 3.5.1 Search Engine Optimisation (SEO)Off- age Optimisation On- Page Optimization 3.5.2 Social Media Marketing Facebook Marketing Twitter Marketing Google Marketing Video Promotion YouTube Marketing Pinterest Marketing Instagram Marketing 3.5.3 Online Paid advertisement Google AdWords Facebook Ads Twitter Ads 3.5.4 Email Marketing 3.5.5 Mobile App Marketing 3.5.6 Web Analytics 3.5.7 Content Marketing 3.5.8 Affiliate Marketing	To understand how and why to use digital marketing for multiple goals within a larger
<b>4</b>	<b>Introduction to International Marketing</b>	<b>4.1</b> Introduction <b>4.2</b> Meaning of International Marketing <b>4.3</b> Definition of International Marketing <b>4.4</b> Scope of International Marketing <b>4.5</b> Objectives of International Marketing <b>4.6</b> Facets of International Marketing <b>4.7</b> Benefits of International Marketing <b>4.8</b> Limitation of International Marketing <b>4.9</b> Forces influencing International Marketing	To expand student's knowledge of significant strategic marketing techniques which will give them great advantage to develop their career in marketing.

		<b>4.10</b> Forces restraining International Marketing	
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