

**M. Com. Course (2019 Pattern) Semester: I**

**Group – H (Advanced Marketing)**

**Subject Title- Marketing Techniques**

**Course Code -: 117-I**

**Objectives of the course**

1. To expose the students to various approaches to the study of marketing
2. To create awareness about environmental factors which are affecting marketing environment
3. To provide in-depth knowledge about marketing mix
4. To acquaint students with the importance of public relation in the field marketing
5. To help students understand stake-holders role in marketing mix

Depth of the program – Detailed Knowledge

Objective of the Program

- a. To equip and train Post Graduate students to accept the challenges in the field of marketing by providing opportunities to study and analyze advanced marketing techniques.
- b. To develop students' independent logical thinking and facilitate personality development.
- c. To prepare the students for seeking suitable careers in the field of marketing.
- d. To impart the knowledge about how to collect the data and interpret it.
- e. To develop among students Communication and Analytical skills

Unit No	Unit Title	Contents	Purpose Skills to be developed
01	Marketing Introduction & Marketing Environment	<p><b>Marketing</b> : Meaning ,Definition,Elements, Objectives, Importance, Advantages and limitations, Evolution and Scope</p> <p>Approaches to the study of Marketing</p> <p><b>Marketing Environment</b>: Meaning and Definition, Internal and external</p> <p>Environmental factors influencing the marketing environment</p>	To impart the students about Marketing & marketing environment
02	Product Mix and Price Mix	<p><b>Marketing Mix</b> : Meaning, Definition,Elements,</p> <p><b>Product Mix:</b></p> <p>Concept of Product, Product Lines, Product line length, depth, width. Product Mix Width. Product Simplification diversification and elimination</p> <p><b>Product Management</b>: New product development and Product Life Cycle</p> <p><b>Brand Management</b>: concept definition and history ofbrand/branding</p> <p>Brand Creation, Rebranding, Brand Positioning, Brand Equity Brand Contract, Brand Factory</p> <p><b>Labelling: Meaning and importance</b></p> <p><b>Price Mix:</b></p> <p>Price—Meaning, Definition and Elements of price mix. Need, importance and objectives of pricing. Factors influencing pricing. Various Pricing Strategies.</p>	To impart to the students about Product mix and place mix techniques.
03	<b>Place Mix and Promotion Mix</b>	<p><b>Place</b> – Types of Distribution Channels , Advantages &amp; Limitations, factors affecting selection of channel.</p> <p><b>Promotion Mix</b> :</p> <p>Meaning, Elements of Promotion Mix,</p>	To impart to the students about place mix and promotion mix technique

		<p><b>Advertising</b> – Concept, Classification, functions, benefits of advertising, Economic, Social &amp; ethical issues, evaluating advertising effectiveness, Recent trends in advertising,</p> <p><b>Personal Selling</b> – concept and importance, theories of selling, process of personal selling. Selling Methods, Limitations of personal selling.</p> <p><b>Publicity:</b> Meaning, difference between advertising and publicity</p> <p><b>Sales Promotion:</b> Meaning, Objectives and importance. Tools or techniques, Evaluation of sales promotion.</p>	
04	<p><b>Public Relations,</b></p> <p><b>People Process and</b></p> <p><b>Physical Evidence</b></p>	<p><b>Public Relations—</b> Concept, History, Tools of public relations, Role of Public Relation Officer</p> <p><b>E- Marketing Promotion</b> – E mails, different types of Web advertising, blog spots, Online Sponsorships. Social Media Marketing,</p> <p><b>People, Process and Physical Evidence --</b> People as a part of Marketing Mix, customer interaction, customer service Process as part of the Marketing Mix, Physical evidence/ Packaging</p>	To impart the students to develop public relation skill in marketing

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