

Punyashlok Ahilyadevi Holkar Solapur University, Solapur



NAAC Accredited-2015
'B' Grade (CGPA 2.62)

Name of the Faculty: Commerce & Management

CHOICE BASED CREDIT SYSTEM

Syllabus: Marketing Management- I

Name of the Course: M.Com. I (Sem.- I & II)

(Syllabus to be implemented from w.e.f. June 2020)

MARKETING MANAGEMENT – I
M.Com - I, Paper – I Semester I and II
Syllabus implemented from June 2020

Objectives

- To understand and appreciate the concept of marketing in theory and practice
- To evaluate the environment of marketing and develop a feasible marketing plan (process)
- To understand and apply the STP of marketing (segmentation, targeting, positioning)
- To have an elementary knowledge of consumer behaviour and marketing research
- To understand and appreciate the concept of marketing strategy formulation and Implementation

Objectives

- Planning, designing and implementing marketing strategy to achieve the long-term objectives have been critical for any firm in a competitive market situation. This course seeks to develop the different analytical perspectives, management decision tools.

Objectives

- To prepare for a career in “Business to Business Marketing”
- To expose the students to a variety of product-market situations in the Indian context
- To share the development in the area of Relationship Marketing (RM)
- To share the concepts and frameworks which may be more relevant in industrial marketing situations
- To develop skills to formulate implementable marketing strategies

	SEMESTER I	Lectures
Unit I: Introduction:	Defining consumer behaviour; reasons for studying behaviour, applying consumer behaviour knowledge; scope of consumer behaviour; market segmentation; bases of segmentation, criteria for effective targeting of market segments. Consumer as an Individual: Consumer motivation; consumer involvement, personality and self concept; perception consumer learning and memory; information processing, attitudes and changing attitudes	15
UNIT 2 Market Analysis and Selection	Marketing environment and its impact on marketing decisions, Market segmentation and positioning; Buyer behavior; Consumer and organizational buyers and their decision making process.	15
UNIT 3 Product Decision :	Concept of product, Classification of products, Major product decisions, Product line and Product mix, Product life cycle – Strategic implications; New product development and consumer adoption process.	15
UNIT 4- Pricing Decision :	Factors affecting price determination; Pricing policies and strategies.	15
	SEMESTER II	
UNIT 5- Consumer Decision Process:	Problem recognition; search and evaluating; purchasing processes; post purchase behaviour; consumer behaviour models; consumerism; organizational buying behaviour.	15
UNIT-6- Supply Chain Management :	Introduction; Generalized supply chain model, Supply chain and networks; Global supply chain integration; International sourcing; Management of supply chain relationships.	15
UNIT-7- E-Marketing	Meaning of e-marketing, Objectives, Importance and advantages of e-marketing, e-retailing practices, On-line merchandising.	15
UNIT-8- Marketing Research :	Meaning and scope of Marketing Research, Marketing Research process	15