

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**



**Name of the Faculty: Commerce & Management**

**CHOICE BASED CREDIT SYSTEM**

**Syllabus: PRINCIPLES OF MARKETING (GE)**

**Name of the Course: B.Com. I (Sem–I & II )**

**(Syllabus to be implemented from w.e.f. June 2022)**

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**  
**Revised Semester Pattern Syllabus**  
**B.Com. Part-I Generic Elective**  
**PRINCIPLES OF MARKETING**  
**(w. e. f. June-2022)**

**1. Title of the Course: - B.COM. PART – I**

**2. Name of the Paper: - PRINCIPLES OF MARKETING**

**3. OBJECTIVES:**

1. To provide basic knowledge of concepts, functions of marketing and to provide knowledge about various developments in the marketing.
2. To facilitate the students to acquire knowledge of Marketing Mix i.e. Product, Price, place and Promotion.
3. To enhance the students' knowledge of recent marketing trends in changing global scenario.
4. To make aware the students about MIS and Marketing Research process

**4. LEARNING OUTCOMES: After completion of this course, learners will be able to:**

1. Define the basic concepts, Nature and scope and functions of Marketing.
2. Recognize and recall the knowledge of Marketing Mix
3. Analyze the process of marketing decisions involving product pricing and its distribution, and assess the impact on buying behavior
4. Learn the MIS and Marketing Research Process and areas of marketing research.

**5. Eligibility of Course: - Higher secondary Examination Pass**

**6. Duration of the Course: - 01 Year**

Sem I - Six months

Sem II – Six months

**7. Medium of Instructions: -**

- i) Marathi
- ii) English

**8. Structure of the Course: -**

Total Marks: 100

Sem I: UA : 40 + CA: 10 = 50 marks

Sem II: UA: 40 + CA: 10 = 50 marks

(Total Credit - 4+4 = 8)

# Punyashlok Ahilyadevi Holkar Solapur University, Solapur

Choice Based Credit System w. e. f. June-2022

**B.COM. PART-I SEMESTER- I**

**PRINCIPLES OF MARKETING (CREDIT - 4 )**

**Total Periods = 60, Marks Allotted 40 (University Exam) +10 (College Assessment) =50**

<b>Unit No.</b>	<b>Name of the Topic</b>	<b>Details</b>	<b>Lectures / Periods</b>
<b>1</b>	<b>Introduction to Marketing</b>	<ul style="list-style-type: none"><li>• Meaning and Definitions</li><li>• Core Concepts of Marketing</li><li>• Nature and Scope of Marketing</li><li>• Significance of Marketing</li><li>• Functions of Marketing</li><li>• Selling v/s Marketing</li></ul>	<b>15</b>
<b>2</b>	<b>Market and Market Segmentation</b>	<ul style="list-style-type: none"><li>• Meaning and Definition of Market</li><li>• Concepts of Market</li><li>• Types of Markets</li><li>• Market Segmentation - Concept</li><li>• Importance of Market Segmentation</li><li>• Bases for Market Segmentation</li></ul>	<b>15</b>
<b>3</b>	<b>Marketing Mix- Product</b>	<ul style="list-style-type: none"><li>• Concept of Product</li><li>• New Product Development- Concept and Process</li><li>• Consumer &amp; Industrial goods</li><li>• Product Life Cycle- Meaning and Stages</li><li>• Packaging- Concept, Attributes of Good Package</li><li>• Brand- Concept</li><li>• Trademark- Concept</li><li>• Distinguish Between Brand and Trademark</li></ul>	<b>15</b>
<b>4</b>	<b>Marketing Mix- Price</b>	<ul style="list-style-type: none"><li>• Price – Meaning and Definition</li><li>• Pricing Decisions- Objectives</li><li>• Importance of Price</li><li>• Factors Affecting Price of Product and Service</li><li>• Pricing Strategies in Modern Marketing Practices</li><li>• Pricing Methods</li></ul>	<b>15</b>

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Choice Based Credit System w. e. f. June-2022

**B.COM. PART-I SEMESTER- II**

**PRINCIPLES OF MARKETING Subject Code- GE2 (CREDIT - 4 )**

**Total Periods = 60, Marks Allotted 40 (University Exam) +10 (College Assessment) =50**

Unit No.	Name of the Topic	Details	Lectures / Periods
1	<b>Marketing Mix- Place and Promotion</b>	<p><b>A) Place:</b></p> <ul style="list-style-type: none"> <li>• Distribution- Meaning and Definition</li> <li>• Types of Distribution Channels</li> <li>• Factors Affecting the Choice of Distribution Channels</li> </ul> <p><b>B) Promotion:</b></p> <ul style="list-style-type: none"> <li>• Promotion Mix- Meaning and Definition</li> <li>• Importance of Promotion</li> <li>• Promotion Mix Tools- Advertising, Personal Selling, Sales Promotion, Public Relations, and Publicity</li> </ul>	15
2	<b>Consumer Behavior</b>	<ul style="list-style-type: none"> <li>• Consumer Behavior - Meaning and Definition</li> <li>• Importance of Consumer Behavior</li> <li>• Factors Affecting Consumer Behavior</li> <li>• Consumer Buying Decision Process</li> <li>• Customer Relationship Management (CRM)- Concept</li> <li>• Importance of CRM</li> </ul>	15
3	<b>Recent Trends in Marketing</b>	<p><b>A) Digital Marketing</b></p> <ul style="list-style-type: none"> <li>• Concept of Digital Marketing</li> <li>• Importance of Digital Marketing</li> <li>• Tools of Digital Marketing</li> <li>• Traditional Marketing v/s Digital Marketing</li> </ul> <p><b>B) Green Marketing</b></p> <ul style="list-style-type: none"> <li>• Concept of Green Marketing</li> <li>• Importance of Green Marketing</li> </ul> <p><b>C) Viral Marketing</b></p> <ul style="list-style-type: none"> <li>• Concept of Viral Marketing.</li> <li>• Advantages of Viral Marketing.</li> </ul>	15
4	<b>Marketing Information System</b>	<p><b>A) Marketing Information System (MIS):</b></p> <ul style="list-style-type: none"> <li>• Concept of Marketing Information System</li> <li>• Components of Marketing Information System- Internal Reporting System, Marketing Research System, Marketing Intelligence System and Marketing Decision Support System</li> </ul> <p><b>B) Marketing Research:</b></p> <ul style="list-style-type: none"> <li>• Meaning and Definitions of Marketing Research</li> <li>• Areas of Marketing Research</li> <li>• Stages in Marketing Research Process</li> </ul>	15

## Suggested Readings

- 1) William J Stanton, Fundamentals of Marketing, McGraw-Hill Publications, New York.
  - 2) D. Amarchand and B. Vardharajan , An Introduction to Marketing, Vikas Publishing House, S. Ansari Road, New Delhi.
  - 3) Mohammad Amanatnallh, Principles of Modern Marketing, Kalyani, Publications - New Delhi.
  - 4) Dr. C. N. Sontakki :- Marketing Management, Kalyani Publications – New Delhi.
  - 5) S. A. Sherlekar, Marketing Management, Himalayan Publishing House, New Delhi
  - 6) Etzel, M. J., Walker, B. J., Stanton, W. J., & Pandit, A. (2010). Marketing. New York: McGraw Hill.
  - 7) Grewal, D., & Levy, M. (2017). Marketing. New York: McGraw Hill Education.
  - 8) Kotler, P., Armstrong, G., & Agnihotri, P. (2018). Principles of Marketing. London: Pearson Education.
  - 9) Kotler, P., Keller, K. L., Koshy, A., & Jha, M. (2013). Principles of Marketing: A South Asian Perspective. London: Pearson Education.
  - 10) Mahajan, J. P., & Mahajan, A. (2014). Principles of Marketing. Delhi: Vikas Publications.
  - 11) Saxena, R. (2006). Marketing Management. Delhi: Tata McGraw Hill Education.
  - 12) Sharma, K., & Aggarwal, S. (2018). Principles of Marketing. Delhi: Taxmann Publication.
  - 13) Digital Marketing: 4.0 Moving from Traditional to Digital. New Jersey: John Wiley & Sons.
  - 14) Ryan, D., & Calvin, J. (2016). Understanding Digital Marketing: Marketing Strategies for engaging the Digital Generation. London: Kogan page.
  - 15) Blanchard, O. A. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. Indianapolis: Que Publishing.
  - 16) <https://ipsedu.in/downloads/MBABooks/principles-of-marketing-philip-kotler.pdf>
  - 17) <https://www.businessmanagementideas.com/marketing/green-marketing/20101>
  - 18) <https://www.invitereferrals.com/blog/viral-marketing/>
  - 19) <https://www.fao.org/3/w3241e/w3241e0a.htm>
  - 20) [https://josephscollege.ac.in/lms/Uploads/pdf/material/DigitalMarketing\\_Notes.pdf](https://josephscollege.ac.in/lms/Uploads/pdf/material/DigitalMarketing_Notes.pdf)
- (Suggested to prefer Latest editions of books.)

**Punyashlok Ahilyadevi Holkar Solapur University, Solapur**  
**Nature of Question Paper for Semester Pattern**  
**Faculty of Commerce**

**Model Question Paper**  
**(w.e.f. June 2022)**

**Time: - 2 hrs.**

**Total Marks-40**

**Q. 1 A) Multiple choice questions**  
**(four alternatives should be given)** **08**

1 -----

(a)                      (b)                      (c)                      (d)

2

3

4

5

6

7

8

**Q. 1 B) Explain the following concepts** **04**

A

B

**Q. 2 Write short note/Short answer/Short problem (any two)** **06**

A

B

C

**Q. 3 Long answer/Problem** **10**

**Q. 4 Answer any one of the following (Long answer/Problem)** **12**

A

B

College Can conduct Internal Examination of 10 marks as under (Any One)

1) Class Assignment

2) Home Assignment

3) Tutorial

4) Unit Test

5) Seminar

6) PPT Presentation

7) Project Report