STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

B.COM DEGREE

SYLLABUS

(Effective from the academic year 2019 – 2020)

MARKETING

CODE: 19CM/MC/MG44   **CREDITS: 4**
                                                                      L T P: 4 1 0
                                              TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

➢ To provide students a broad background on the nature and scope of marketing concepts used in business
➢ To enable students to have a clear understanding of the marketing function
➢ To provide knowledge on the marketing mix (4P's) and demonstrate how today's managers employ these tools to gain a competitive edge in the global economy
➢ To facilitate an understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints

COURSE LEARNING OUTCOMES
On successful completion of this course, students will be able to

➢ Understand the role of the marketing function within a firm
➢ Describe key market segmentation and targeting strategies
➢ Identify the elements of the marketing mix (4P's) and common strategies
➢ Recommend and justify an appropriate mix of the 4P's to create a cohesive marketing strategy for a new product
➢ Identify and relate new trends in marketing which has an impact on consumers

Unit 1   **(10 Hours)**
   Introduction
   1.1 Meaning, Nature, Significance and Marketing Concept Model
   1.2 Functions of Marketing- Classification of Marketing

Unit 2   **(15 Hours)**
   Product Planning and Promotion
   2.1 Product Planning
        2.1.1 Product concept, Policy and Product Mix
        2.1.2   Product Life Cycle- Stages
        2.1.3 New Product Development- Process
   2.2 Promotion
        2.2.1 Elements of Promotion Mix- - Advertising, Personal Selling, Sales
                  Promotion, Public Relations and Direct Marketing

Unit 3   **(15 Hours)**

   Pricing and Distribution
   3.1 Pricing
       3.1.1 Types of Pricing
       3.1.2 Factors affecting Pricing
   3.2   Distribution
       3.2.1 Factors affecting Choice of Channel
       3.2.2 Classification of Channel Members- Wholesaler and Retailer

Unit 4   **(15 Hours)**

   Consumer Behaviour and Market Segmentation
   4.1 Consumer Behaviour
       4.1.1 Basic Model (Black Box Model)
       4.1.2 Factors Influencing Consumer Behaviour
   4.2 Market Segmentation
       4.2.1 Methods of Market Segmentation

Unit 5   **(10 Hours)**

   Trends in Marketing
   5.1   Digital Marketing, Cloud Marketing
   5.2   Social Marketing, Green Marketing
   5.3   Rural Marketing, Viral Marketing

BOOKS FOR STUDY

Nair, Rajan and Sanjith Nair. *Marketing. 11TH* edition, New Delhi: Sultan Chand, 2015

Kotler Philip. *Marketing* 15th edition. New Delhi: Prentice Hall of India, 2017

BOOKS FOR REFERENCE

Gandhi J.C. *Marketing.* New Delhi: Tata McGraw Hill, 2009

Varshney. R.L, Dr. S.L.Gupta. *Marketing Management*. Himalaya Publishers

William J. Stanton, Micheal J. Etzel, Bruce J. Walker. *Fundamentals of Marketing*, New
    Delhi: Mc Graw Hill, 2009

Kavitha Sharma, Dr.Swati Agarwal, *Principles of Marketing*, Taxmann's Publication,2018

JOURNALS

Journal of Marketing- American Marketing Association

Journal of Marketing Education

International Journal of Marketing Studies

Indian Journal of Marketing

WEB RESOURCES

www.yourarticlelibrary.com

www.boundless.com

www.learnmarketing.net

PATTERN OF ASSESSMENT

Continuous Assessment Test   Total Marks: 50   Duration: 90 minutes

Section A- 7x2 =14 Marks (no choice)

Section B- 2x8 =16 Marks (from a choice of three)

Section C- 1x20= 20 Marks (from a choice of two)

Other Components: Total Marks: 50

Seminars/Quiz/Group Discussions/Assignments/Class Presentation

End Semester Examination: Total Marks: 100   Duration: 3 hours

Section A- 10x2 =20 Marks (no choice- Max 30 words)

Section B- 5x8 = 40 Marks (from a choice of seven- Max 500 words)

Section C- 2x20= 40 Marks (from a choice of four- Max 1200 words)