

**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 the 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*. 11<sup>TH</sup> edition, New Delhi: Sultan Chand, 2015

Kotler Philip. *Marketing* 15<sup>th</sup> 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](http://www.yourarticlelibrary.com)  
[www.boundless.com](http://www.boundless.com)  
[www.learnmarketing.net](http://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)