

ASSAM UNIVERSITY, SILCHAR
Syllabus for B.Com Course (Based on NEP-2020)

Fourth Semester
Marketing Management (DSM-252)

Total Marks 100

Internal Assessment: 30

Semester End: 70

Credit: 3

Objective:

The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing.

Learning Outcomes: After completion of the course, learners will be able to:

1. Develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm.
2. Explore the dynamics of consumer Behaviour and process of market selection through STP.
3. Analyse the process of value creation through marketing decisions involving product development.
4. Analyse the process of value creation through marketing decisions involving product pricing and its distribution.
5. Analyse the process of value creation through marketing decisions involving product promotion and also to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm.

Contents

Unit I: Introduction to Marketing and Marketing Environment **Introduction to Marketing:**

Scope and Importance; Core concepts of marketing; Marketing Philosophies; Services Marketing, Marketing Mix. Marketing Environment: Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural.

Unit II: Consumer Behaviour and Market Selection **Consumer Behaviour:**

Need for studying consumer Behaviour; Stages in Consumer buying decision process; Factors influencing consumer buying decisions.

Market Selection: Choosing market value through STP. Market Segmentation- bases of segmenting consumer markets. Market Targeting, Product Positioning – concept and bases

Unit III: Product Decisions and New Product Development

Product Decisions: Concept and classification; Levels of Product. Designing value: Product mix, Branding- types, significance, and qualities of good brand name; Packaging and Labeling types and functions; Product support services.

New Product Development: New product development process; Product life cycle – concept and marketing strategies.

Unit IV: Pricing Decisions and Distribution Decisions

Pricing Decisions: Objectives; Factors affecting price of a product; Pricing methods; Pricing strategies.

Distribution Decisions: Delivering Value: Channels of distribution- types and functions; Wholesaling and retailing; Factors affecting choice of distribution channel; Logistics decisions.

Unit V: Promotion Decisions and Developments in Marketing

Promotion Decisions: Communicating Value: Communication process; Importance of Promotion. Promotion-mix tools advertising, personal selling, sales promotion, public relations, publicity and direct marketing; Integrated Marketing Communication.

Developments in Marketing: Sustainable Marketing- concept and issues. Rural marketing- characteristics and rural marketing mix. Social marketing- concept and issues. Digital marketing- concepts and tool.

Suggested Readings:

1. Baines Et AL(2021).Fundamentals of Marketing.Oxford University Press.
2. Etzel, M. J., Walker, B. J., Stanton, W. J., Pandit, A. (2010). Marketing. Mc Graw Hill.
3. Jain, P & Singhal, N. Principles of Marketing. Scholar Tech Press, Delhi.
4. Kapoor, N. (2021). Principles of Marketing. Prentice Hall of India.
5. Kotler, P., Armstrong, G., Agnihotri, P. (2018). Principles of Marketing. Pearson Education. Indian edition.
6. Kotler, P., Chernev, A., Keller, K. L. (2022). Marketing Management. United Kingdom: Pearson Education.
7. Levy, M., Grewal, D. (2022). Marketing. United States: McGraw-Hill Education.
8. Mamoria C.B., Bhatacarya A.,Marketing Management. Kitab Mahal, Delhi
9. Sharma, K., Aggarwal S. (2021). Principles of Marketing. Taxmann Publications