

**C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND**  
**(MANAGED BY SARDAR PATEL EDUCATION TRUST, ANAND)**

**AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified  
 GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A<sup>+</sup>** KCG-Dept of Edu. Govt. of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A<sup>+</sup>'** UGC – MHRD, Govt. of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

**Bachelor of Commerce (BCOM)**

**Semester - IV**

<b>Course Code</b>	<b>UB4MICOM01</b>	<b>Title of the Course</b>	<b>MARKETING MANAGEMENT</b>
<b>Total Credits of the Course</b>	<b>04</b>	<b>Hours per Week</b>	<b>04</b>

<b>Course Objectives</b>	1. To make student familiar with the concepts of Marketing
	2. To acquaint students with understanding of Marketing Environment, Product Mix and Promotion Mix.
	3. To analyze and examine the implementation of marketing concept and strategy to company and firms.
	4. Attainment of Organizational Marketing Goals.

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Introduction of marketing Management</b> Concept, Characteristics of Marketing, Difference between selling and marketing, Scope of marketing management, Importance of Marketing, Core concepts of marketing, Retail Marketing concept, Retail marketing with and without stores and Retail Organizations, Difference between Consumer Market, Industrial Market and Government Market, 4 C's Model of Marketing	<b>25%</b>
<b>2.</b>	<b>Marketing Environment</b> Concept, Factors affecting Marketing Environment, Market Segmentation meaning and definition, Advantages and Limitations of Market Segmentation and Bases of market segmentation.	<b>25%</b>
<b>3.</b>	<b>Product and Price Mix Product:</b> Concept, Types, Product Life Cycle, New Product Development Process, Functions of Packaging <b>Price:</b> Importance, Factors affecting Price, Policies and Strategies of Price.	<b>25%</b>
<b>4.</b>	<b>Promotion Mix:</b> Concept, Promotion Tools, Advertising Medias, Features of good Ad Copy, Process of Personal Selling, Qualities of a successful Salesman and Functions of	<b>25%</b>

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	Sales man, Difference between Advertising and Publicity, Difference between selling and Advertising. <b>Market Research:</b> Definition of Market Research, Importance and Scope of Market Research, Objectives of Market Research and Process of Market Research.	
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<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>• Lecture Method</li> <li>• Online Lectures</li> <li>• Group Discussion</li> <li>• Practical Problem Solving</li> </ul>
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<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written	<b>30%</b>
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance	<b>20%</b>
3.	External Examination	<b>50%</b>

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
1.	Acquaintance with Introduction of Marketing Management
2.	Understanding of Marketing Environment, Product, Price Mix, Promotion Mix
3.	Understanding of Market Research

<b>Suggested References</b>	
Sr. No.	References
1	Marketing Management by Dr. C.B.Gupta and Dr.Rajan
2	Marketing Management by Shrinivasanand Radhaswami

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<b>3</b>	Marketing Management by Philip Kotler
<b>4</b>	Marketing Management by S.A.Sherlekar, Himalaya Publishing House
<b>5</b>	Business Administration-2 By T.J. Rana, B.S. Shah Prakashan

**On-line resources to be used if available as reference material**

**On-line Resources**

[https://ugcmoocs.inflibnet.ac.in/view\\_module\\_ug.php/232](https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/232)

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