

2021-22

B.COM PART III
OPTIONAL GROUP B (Marketing Area)
TITLE OF PAPER - PRINCIPLES OF MARKETING

PAPER - I
Proposed syllabus



U COMT-305

OBJECTIVE

The Objective of this course is to help students to understand the concept of marketing and its applications.

M.M. 75

- UNIT-I Introduction : Nature and scope of marketing; Importance of marketing as a business function, and in the economy; Marketing concepts - traditional and modern; Selling vs. marketing; Marketing mix; Marketing environment.
- UNIT-II Consumer Behaviour and Market Segmentation : Nature, scope, and significance of consumer behaviour; Market segmentation - concept and importance; Bases for market segmentation.
- UNIT-III Product : Concept of product, consumer, and industrial goods; Product planning and development; Packaging role and functions; Brand name and trade mark; after sales service; Product life cycle concept. Price : Importance of price in the marketing mix; Factors affecting price of a product/service; Discounts and rebates.
- UNIT-IV Distributions Channels and Physical Distribution; Distribution channels - Concept and role; Types of distribution channels. Factors affecting choice of a distribution channel; Retailer and wholesaler; Physical distribution of goods; Transportation, Warehousing, Inventory control; Order processing.
- UNIT-V Promotion : Methods of promotion; Optimum promotion mix; Advertising media - their relative merits and limitations; Characteristics of an effective advertisement; Personal selling; Selling as a career; Classification of successful sales person; Functions of salesman.
Recent development in marketing - social marketing, online marketing, Direct marketing, Services marketing, Green marketing.

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2021-22

B.COM PART III
OPTIONAL GROUP B (Marketing Area)
TITLE OF PAPER - INTERNATIONAL MARKETING



PAPER - II
Proposed syllabus

UCMT-306

OBJECTIVE

This course aims at acquainting student with the operations of marketing in international environment.

M.M. 75

- UNIT-I International Marketing : Nature, definition, and scope of international marketing;
Domestic marketing vs. International marketing; International environment external and internal.
- UNIT-II Identifying and Selecting Foreign Market: Foreign market entry mode decisions. Product Planning for international Market: Product designing; Standardization vs. adaptation; Branding and packaging; Labeling and quality issues; After sales service. International Pricing: Factors influencing International price; Pricing process-process and methods; International price quotation and payment terms.
- UNIT-III Promotion of Product/Services Abroad: Methods of international promotion; Direct mail and sales literature; Advertising; Personal selling; Trade fairs and exhibitions.
- UNIT-IV International Distribution: Distribution channels and logistics decisions; Selection and appointment of foreign sales agents.
- UNIT-V Export Policy and Practices in India: Exim policy - an overview; Trends in India's foreign trade; Steps in starting an export business; Product selection; Market selection; Export pricing, Export finance; Documentation; Export procedures; Export assistance and incentives.
Marketing Control Process

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