

Restructured Syllabus (2024 Pattern as per NEP-2020)

Faculty: **COMMERCE & MANAGEMENT (Commerce)**

Generic Elective / Open Elective for Other Faculty

BOS: Marketing

Subject: Fundamentals of Marketing

Academic Year: 2024-2025

Programme Name	Subject Code	Type of Course	Name of the Subject	Credits	Lectures per Week in Clock Hour
Humanities, Science & Technology, and Inter-Disciplinary		GE / OE	Fundamentals of Marketing	2	2

Course Objectives:

1. To learn the basic concepts in marketing.
2. To give the insight of the basic knowledge of market segmentation and marketing mix
3. To establish link between commerce, business and marketing.
4. To enable students to apply this knowledge in practicality by enhancing their skills in the field of marketing.

Unit	Title and Contents	No. of Lectures in Clock Hours
1	Introduction to Market and Marketing: 1.1 Meaning and Definition of Market 1.2 Classification of Markets 1.3 Marketing Concept 1.4 Different between Traditional and Modern Marketing 1.5 Importance of Marketing 1.6 Functions of Marketing 1.7 Selling vs. Marketing 1.8 Recent Trends in Marketing	8
2	Market Segmentation and Marketing Mix: 2.1 Market Segmentation: 2.1.1 Introduction, Meaning and Definition 2.1.2 Importance of Market Segmentation 2.1.3 Limitations of Market Segmentation 2.1.4 Bases for Segmentation 2.2 Marketing Mix: 2.2.1 Introduction, Meaning and Definition 2.2.2 Elements of Marketing Mix 2.2.3 Importance of Marketing Mix 2.2.4 Product Mix Concept of Product 2.2.5 Product Characteristics: Intrinsic and Extrinsic 2.2.6 Price Mix: Meaning, Element, Importance of Price Mix, Factors influencing Pricing, Pricing Methods 2.2.7 Place Mix: Meaning and Concepts of Channel of Distribution or Intermediaries	15

	2.2.8 Promotion Mix: Meaning, Definitions, Importance and Limitations 2.2.9 People Mix: Meaning, Concepts, Elements, Importance. 2.2.10 Process Mix: Stages, Meaning & Importance 2.2.11 Physical Evidence: Meaning, Importance & Components	
3	Salesmanship: 3.1 Introduction, Meaning and Definition of Salesmanship 3.2 Features and Scope of Salesmanship 3.3 Elements of Salesmanship 3.4 Salesmanship as an Arts or Science 3.5 Qualities for Salesman 3.6 Salesmanship – a Profession	7

Course Outcomes: After completion of the course, students will be able:

1. To acquaint with the basics insights of marketing and salesmanship.
2. To analyze the approaches of salesmanship.

Teaching Methodology		
The Teacher can use the following Methods as Teaching Methodology:		
<ol style="list-style-type: none"> 1. Class Room Lectures 2. Guest Lectures of Professionals, Industry Experts etc. 3. Teaching with the help of ICT tools 4. Visits to various Professionals Units, Companies and Business / Industry Units 5. Group Discussion / Debates 6. Assignments, Tutorials, Presentations, Role Play etc. 7. YouTube Lectures developed by MHRD, UGC, Government of Maharashtra, University etc. 8. Analysis of Case Studies 		
Internship for Students if any: Not applicable		
List of Recommended Books and Study Materials		
<ol style="list-style-type: none"> 1. Marketing Management, Philip Kotler, Pearson Publication 2. Principles of Marketing, Philip Kotler, Pearson Publication 3. Sales and Distribution Management, Tapan K Panda, Oxford Publication 4. Retail Management, Gibson Vedamani, Jayco Publication 5. Principles of Marketing, 19th Edition - Pearson Paperback by Philip Kotler, Gary Armstrong, Sridhar Balasubramanian and Prafulla Agnihotri 6. Fundamentals of Marketing 2Ed 2021 by Paul Baines, Oxford 7. Fundamentals of Marketing Management by Mankeshya Saini, Dr. Soumya P, Dr. Daphne Fernandes, Dr. Sanjay Kumar Barik, Dr. S. Saravanah, Redshine Publication 8. Fundamentals of Marketing Management by Dr Kiran Kumar, Agrawal, Dr Shouvik Sanyal, Dr Lalit Goyal, Dr Poonam Kakkad, Book Rivers 9. Marketing Management, 16e Paperback, G. Shainesh Philip Kotler, Kevin Lane Keller, Alexander Cherney, Jagdish N. Sheth 10. Marketing Paperback – Import, by Paolo Antonetti, Paul Baines, Sara Rosengren, Oxford University Press 		
Scheme of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Min. Passing Marks
Continuous Internal Evaluation	The colleges need to adopt any Two Methods out of the following Methods for Continuous Internal Evaluation: 1. Offline Written Examination	Min. 06 Marks (40% of

(CIE) (15 Marks)	<ol style="list-style-type: none"> 2. Power Point Presentations 3. Assignments / Tutorials 4. Oral Examination 5. Open Book Test 6. Offline MCQ Test 7. Group Discussion 8. Analysis of Case Studies 	Passing)
SEE / External Exam (35 Marks) (Total 2 Hours Duration)	<p>Instructions:</p> <ol style="list-style-type: none"> 1. Question No. 1 is Compulsory 2. Attempt any Three Question from Question No. 2 to 5 <p>Q. 1: Fill in the Blanks on all Units = 05 Marks Q. 2: Theory Question on Unit-1 = 10 Marks Q. 3: Theory Question on Unit-2 = 10 Marks Q. 4: Theory Question on Unit-3 = 10 Marks Q. 5: Short Notes (Any 2 out of 3) = 10 Marks</p>	Min. 14 Marks (40% of Passing)
<p>Total 50 Marks Separate Passing for Internal Assessment (CIE) and External Exam (SEE)</p>		