

Restructured Syllabus (2024 Pattern as per NEP-2020)

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

Program Name: **B.Com in Marketing**

Program Code:

Class: F.Y.B.Com. Sem-I (Subject-I)

Subject: Fundamentals of Marketing-I

Academic Year: 2024-2025

Sem. No.	Program Name	Subject Code	Types of Course	Course/ Subject Title	Credits	No. of Lecture per Week in Hours
I	B.Com		Subject-I	Fundamentals of Marketing-I	4	4

Course Objectives:

1. To introduce 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)
01	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	15
02	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	15
03	Salesmanship: 3.1 Introduction, Meaning and Definition of Salesmanship 3.2 Features and Scope of Salesmanship 3.3 Elements of Salesmanship 3.4 Salesmanship: Arts or Science 3.5 Qualities for Salesman 3.6 Salesmanship is a Profession	15

04	Distribution Channel and Physical Distribution: 4.1 Distribution channels concepts and role 4.2 Types of Distribution Channel 4.3 Factors affecting types of distribution channel 4.4 Promotion: Methods of Promotion 4.5 Advertising Concepts and Important of Advertising 4.6 Types of advertising	15
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Course Outcomes: After completion of the course, students will be able:

1. Acquainted with the basics of marketing field.
2. It will help students to implement this knowledge in practicality by enhancing their skills in the concepts of 'Marketing Mix' and Market segmentation.
3. To get the knowledge of Salesmanship and various approaches.
4. To get the knowledge about Recent Trends in marketing area.

Teaching Methodology		
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 8. Case Studies / Case Problems		
Internship for Students if any: Not applicable		
List of Recommended Books and Study Materials		
1. Marketing Management, Philip Kotler, Pearson Publication 2. Principles of Marketing, Philip Kotler, Pearson Publication 3. Sales & Distribution Management, Tapan K Panda, Oxford Publication 4. Retail Management, Gibson Vedamani, Jayco Publication		
Schemes of Examination		
Scheme of Examination: 1. Internal Assessment: 30% and 2. External Assessment: 70%		
Scheme of Examination	Exam Format	Minimum Passing Marks
Continuous Internal Evaluation (CIE) (30 Marks)	The subject teacher needs to adopt any two of the following methods for internal assessment: • Offline Written Examination • Power Point Presentations • Assignments / Tutorials • Oral Examination • Open Book Test • Offline MCQ Test • Group Discussion • Analysis of Case Studies	Min. 12 Marks (40% of Passing)
SEE / External Exam (70 Marks) (Total 3 Hours Duration)	Instructions: 1. Question No. 1 and 6 are compulsory 2. Attempt any three questions from Question No. 2 to 5 Q. 1: Fill in the blanks on all Units = 06 Marks Q. 2: Theory Question on Unit-1 = 18 Marks Q. 3: Theory Question on Unit-2 = 18 Marks	Min. 28 Marks (40% of Passing)

	Q. 4: Theory Question on Unit-3	=	18 Marks	
	Q. 5: Theory Question on Unit-4	=	18 Marks	
	Q. 6: Short notes on all Units: (Any 2 out of 4)	=	10 Marks	
Total 100 Marks				
Separate Passing for Internal Assessment (CIE) and External Exam (SEE)				