

SAVITRIBAI PHULE PUNE UNIVERSITY
Syllabus Restructured (2024 Pattern as per NEP-2020)
Faculty: COMMERCE & MANAGEMENT (Commerce)
Program Name: B. Com. in Marketing
Class: F.Y. B.Com. Sem-II
Subject: Fundamental of Marketing -II
Academic Year: 2024-2025

Sem. No.	Programme Name	Subject Code	Type of Course	Course Title	Credits	Lectures per Week in Clock Hour
II	B. Com. in Marketing	FOM124T	Subject-I & II Major Mandatory	Fundamental of Marketing -II	4	4

Course Objectives:

1. To provide an introduction to marketing and the selling process.
2. To offer foundational knowledge on market segmentation and the marketing mix.
3. To build connections between commerce, business, and marketing principles.
4. To equip students with practical skills for applying marketing knowledge effectively in real-world scenarios.

Unit	Title and Contents	No. of Lectures in Clock Hours)
01	Introduction to Marketing, components of marketing, importance of marketing, Global, Ethical and Sustainable Marketing, Difference between marketing and selling	10
02	Process of Selling 2.1 Psychology of Salesmanship –Attracting Attention, Awakening Interest, Creating Desire and Action 2.2 Stages in Process of Selling – (i) Pre-Sale Preparations (ii) Prospecting (iii) Pre-Approach (iv) Approach (v) Sales Presentation (vi) Handling of Objections (vii) Close (viii) After Sales follow up	10
03	Rural Marketing 2.1 Introduction of Rural Marketing 2.2 Definition, Features of Rural Marketing 2.3 Importance of Rural Marketing 2.4 Future in Rural Marketing 2.5 Present scenario of Rural Marketing 2.6 Challenges and opportunities of Rural Marketing	20
04	Marketing Environment	10

	3.1 Introduction and Concept 3.2 Need for study of Marketing environment 3.3 Major elements and their impact of marketing decisions	
05	Recent Trends in Marketing 4.1 Introduction 4.2 E-Marketing 4.3 Green Marketing 4.4 Social media Marketing 4.5 Digital Marketing	10

Course Outcomes:

Upon successful completion of the course, students will be able to:

1. Understand the fundamentals of the marketing and sales process.
2. Apply practical knowledge by enhancing skills in key concepts such as the "Marketing Mix" and market segmentation.
3. Gain insights into salesmanship and explore various sales approaches.
4. Acquire knowledge about recent trends and innovations in the marketing field.

Teaching Methodology	
1	Class Room Lectures.
2	Guest Lectures of Professionals, Industry Experts etc.
3	Teaching with the help of ICT tools
3.	Visits to various Professionals Units, Companies and Business/Industry Units
4.	Group Discussion/Debates
5.	Assignments, Tutorials, Presentations, Role Play etc.
6.	YouTube Lectures developed by MHRD & UGC
7.	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
5.	Marketing and Salesmanship,Dr.Dilip Shinde & Dr.Dhiraj Zalte,Prashant Publication
6.	Marketing Management,V. S. Ramaswamy & S.Namakumari,Macmillan Publication
7.	Supply Chain Management, Sunil Chopra, Peter Meindl& D. V.Karla,Pearson Publication