

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



Estd 1962

NAAC 'A' Grade

Syllabus For

Bachelor of Commerce

B.Com. Part-I

CBCS Pattern

Sem-I & Sem-II

Introduced from June 2018 and Onwards

(Subject to the modifications will be made from time to time)

Shivaji University Kolhapur  
B. Com. (CBCS Pattern)  
Part- I (Semester I)  
PRINCIPLES of MARKETING Paper I  
Generic Elective Course  
Introduce from June-2018-19

Credits : 4

Objective : The objective of this course is to provide basic knowledge of concepts, principles , tools and techniques of marketing.

Unit : I Introduction : Nature, Scope and importance of marketing ; Evolution of marketing concepts; marketing environment.

(15 Hours ) x

Unit : II- a) Consumer Behaviour – An Overview : consumer buying process; factors influencing consumer buying decisions.

b) Market Selection : Market segmentation – concept, importance and bases: Target market selection; positioning concept and importance product differentiation vs. market segmentation. .

(15Hours ) x

Unit : III – Rural marketing : Growing importance; Distinguishing characteristics of rural marketing ; Understanding rural consumers and rural markets. marketing mix planning for rural markets .

(15 Hours ) x

Unit : IV- Recent developments in marketing: Social Marketing, Online marketing, green marketing . Markrting Information System-concept and components: Marketing Research and its process. .

(15 Hours ) x

x Include tutorials

Shivaji University Kolhapur  
B. Com. (CBCS Pattern)  
Part- I (Semester II)  
PRINCIPLES of MARKETING Paper II  
Generic Elective Course

Credits : 4

Objective : The objective of this course is to provide basic knowledge of 4P's of marketing and retailing

Unit : I – Product : Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support; Product life-cycle; New Product Development.

(15 Hours ) x

Unit : II –a) Pricing : Significance. Factors affecting price of a product. Pricing policies and Strategies.

b) Nature and Importance of promotion; promotion tools : advertising, personal selling, public relation & sales promotion -concept and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions.

(15 Hours ) x

Unit : III –Distribution : Channels of distribution – meaning and importance; Types of distribution channels ; Wholesaling and retailing ; Factors affecting choice of distribution channel; Physical Distribution. Direct marketing and Services marketing- concept and characteristics.

(15 Hours )x

Unit : IV – Retailing ; Types of retailing – store -based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations; an overview; Retailing in India : changing scenario.

(15 Hours ) x

x Include tutorials

List of Reference Books -Principles of Marketing Paper-I &II  
( Semester I & II)

- 1- Kotler Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque. Principles of Marketing. 13<sup>th</sup> edition. Pearson Education.
- 2- Michael, J. Etzel, Bruce J. Walker, William J Stantion and Ajay Pandit. Marketing Concepts and Cases. ( Speical Indian Edition)
- 3- McCarthy, E Jerome and William D. Perreault, Basic Markting. Richard D. Irwin.
- 4- Lamb, Charles W, Joseph F. Hair, Dheeraj Sharma and Carl McDaniel Marketing :A South Asian Perspective Cengage Learning.
- 5- Pride William M. , D.C. Ferell. Marketing: Planning, Implementation & Control . Cengage Learning .
- 6- Majaro, Simon. The Essence of Marketing Perentice Hall, New Delhi
- 7- Zikmund William G and Michael D's Amico. Marketing :Creaing and Keeping Customers in an E- Commerce World. Thomson Learning.
- 8- Chhabra, T.N, and S.K. Grover. Marketing Management. Fourth Edition Dhanpat Rai & Company.
- 9- The Consumer Protection Act-1986.
- 10- Iacobucci and Kapoor, Marketing Management : A South Asian Perspective, Cengage Leaening

Note- Latest edition of text books may be used.

**Equivalence in accordance with titles and contents of paper**

**( For CBCS semester pattern of B.Com. (Hons) .new syllabus)**

<b>Sr. No.</b>	<b>Title of Old Paper</b>	<b>Title of New Paper</b>
1	PRINCIPLES of MARKETING Paper-I (Sem-I)	PRINCIPLES of MARKETING Paper-I (Sem-I)
2	PRINCIPLES of MARKETING Paper-II (Sem-II)	PRINCIPLES of MARKETING Paper-II (Sem-II)