

**F.Y. B.Com.**  
**Optional Paper**  
**Subject Name -: Marketing and Salesmanship**  
**[Fundamentals of Marketing]**  
**Course Code -: 106 – c.**

**Objectives -:**

- 1) **General Objective of the Paper.**
  - a) To create awareness about market and marketing.
  - b) To establish link between commerce/Business and marketing.
  
- 2) **Core Objectives of the paper.**
  - a) To understand the basic concept of marketing.
  - b) To understand marketing philosophy and generating ideas for marketing research.
  - c) To know the relevance of marketing in modern competitive world.
  - d) To develop an analytical ability to plan for various marketing strategy.

**Term I**

Unit No.	Topic	No. of Lectures
<b>1</b>	<u><b>Basics of marketing</b></u> 1.1) Market – Marketing – Introduction, Meaning, Definition, Scope, Types and Significance. 1.2) Marketing Management – Introduction, Meaning, Definition, Scope, and Significance. 1.3) Functions of Marketing – Basic Functions, Functions of Exchanges, and Subsidiary Functions. 1.4) Marketing Mix - Introduction, Meaning, Definition, Scope, and Significance.	
<b>2</b>	<u><b>Marketing Environment</b></u> 2.1) Introduction – Definition and Nature. 2.2) Factors Constituting Marketing Environment. 2.3) Micro and Macro Environment. 2.4) Impact of Marketing Environment on Marketing Decisions.	
<b>3</b>	<u><b>Buyer Behaviour and Market Segmentation</b></u> 3.1) Introduction – Meaning, Definition, Scope and Significance of Buyer Behavior. 3.2) Determinants of Buyer Behaviour, Stages of Buyer Behaviour – Buying Process.. 3.3) Introduction, Meaning, Importance of Market Segmentation. 3.4) Bases for Segmentation – Qualities of Good Segmentation.	
<b>4</b>	<u><b>Product and Pricing Decision</b></u> 4.1) Concept of Product – Product Classification. 4.2) Factors Considered For Product Management – Role of Product Manager. 4.3) Factors Affecting Pricing Decisions – Pricing Objectives. 4.4) Pricing and Product Life Cycle – Pricing Methods.	
<b>Total</b>		<b>48</b>

## Term II

Unit No.	Topic	No. of Lectures
5	<p><b><u>Logistics and Supply Chain Management</u></b> –</p> <p>5.1) Introduction – Definition – Objectives – Scope and Significance</p> <p>5.2) Market Logistics Decisions – Channel Structure.</p> <p>5.3) Designing Distribution Channels.</p> <p>5.4) Types of Marketing Channels.</p>	
6	<p><b><u>Market Promotion Mix</u></b> –</p> <p>6.1) Promotion Mix – Meaning, Scope and Significance.</p> <p>6.2) Factors Affecting Market Promotion Mix</p> <p>6.3) Advertisement and sales Promotion – Meaning and Definition. Means and Methods of Sales Promotion.</p> <p>6.4) Advertising Meaning and Goals – Advertising Media– Meaning, Types, Advantages and Limitations.</p>	
7	<p><b><u>Rural Marketing</u></b>–</p> <p>7.1) Introduction – Meaning – Definition – Features – Importance –</p> <p>7.2) Rural Marketing Mix – Importance, Elements, Scope</p> <p>7.3) Present Scenario of Rural Market –</p> <p>7.4) Problems And Challenges of Rural Market –</p>	
8	<p><b><u>Services Marketing</u></b> –</p> <p>8.1) Introduction – Meaning – Definition – Features – Importance of Services – Significance of Services in Marketing.</p> <p>8.2) Classification of Services – Marketing of Industrial Goods Services, Marketing of Consumer Goods Services.</p> <p>8.3) Marketing Mix for Services</p> <p>8.4) Services Marketing And Economy – Scope of Services Marketing in Generation of Job Opportunity, Role of Services in Economy, Services Quality</p>	
<b>Total</b>		<b>48</b>

### Recommended Books

Sr. No.	Name of the Book	Publisher	Author
1	Marketing Management	Macmillan Publication	V.S.Ramaswamy S. Namakumari
2	Principals of Marketing	Prentice- Hall of India Pvt. Ltd.	Philip Kotler Gary Aramstrong
3	Rural Marketing	Dorling Kindersley (India) Pvt.Ltd.Pearson	Pradeep Kashyap
4	Marketing Management	Himalaya Publishing House	Dr.K.Karuna Karan
5	Marketing in India	Vikas Publishing House	S. Neelamegham
6	Basics of Marketing Management	S. Chand	Dr.R.B.Rudani

7	Services Marketing	Himalaya Publishing House	V. Venugopal Raghu V.N.
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