

**S.Y. B.Com.**  
**Marketing Management Special Paper I**  
**Subject Name -: Marketing Management (Semester III)**  
Optional Paper  
**Medium of Instruction: English/Marathi**

**Objectives of the Course:**

1. To understand the concept, process, components, features and importance of Marketing Management.
2. To develop awareness regarding current marketing environment in India.
3. To provide knowledge of various communication media applying in marketing communication.
4. To develop retail marketing skills through the application and exercise.

**Course outcome:**

This course will understand the concept and process of marketing management. It will develop awareness regarding current marketing environment in India. It will provide special knowledge of various communication media applying in marketing communication. The students can understand about the retail marketing skills.

**Medium of Instruction: English/Marathi**

| Unit No. | Sem-I   | Periods   |
|----------|---|-----------|
| 1        | Elements of Marketing Management<br>1.1 Meaning, Nature and Scope of Marketing Management<br>1.2 Components of Marketing Management.<br>1.3 Marketing Characteristics in Indian context.<br>1.4 Marketing Management process.<br>1.5 Marketing Planning   | <b>16</b> |
| 2        | <b>Current Marketing Environment in India</b><br>2.1 With special reference to Liberalization, Globalization and Privatization<br>2.2 Economic Environment- demographic, technological, natural, political, social-cultural.<br>2.3 Change in market practices – global marketing –case studies | <b>10</b> |
| 3        | <b>Marketing Communications:</b><br>3.1 Meaning, Definition and objectives<br>3.2 Marketing communication mix<br>3.3 Traditional media<br>3.4 New Age media<br>3.5 Marketing communication through product cues<br>3.6 Different forms of appeal for communication                              | <b>14</b> |
| 4        | <b>Retail Marketing</b><br>4.1 Meaning and Definitions of Retail Marketing<br>4.2 Types of Retailers<br>4.3 Role of Retail Marketing.   | <b>08</b> |
|          | <b>Total Periods</b>  | <b>48</b> |

**Recommended Books:**

1. Marketing Management – Philip Kotler
2. Marketing Management- Rajan Saxena
3. Marketing Management-Indian context- global prespective-Ramaswami Namakumari
4. Marketing Management – Pankaj Madan & Hemraj Verna Amit Mittal
5. Marketing Management – (Text and Cases)- Rajagopal
6. Marketing Concepts and cases – Michael J. Etzel, Bruce J. Walker, Willam J. Stanton, Ajay Pandit
7. Introduction to e-commerce – Nidhi Dhawan
8. Electronic Commerce- Bharat Bhaskar
9. Retailing and E-tailing –S. L. Gupta, Mittal & Nayyar
10. E-Commerce: Fundamentals and Applications – Henry Chan, Lee

**S.Y. B.Com.**  
**Marketing Management Special Paper II**  
**Subject Name -: Marketing Management (Semester IV)**  
Optional Paper  
**Medium of Instruction: English/Marathi**

**Objectives of the Course:**

1. To orient the students about recent trends in Marketing Management.
2. To create awareness about marketing of eco friendly products in the society through students
3. To acquaint the students with the use of E-Marketing in competitive environment.
4. To help the students to understand the influence of marketing planning and market information system.

**Course outcome:**

This course will orient the students for recent trends in marketing management. It will create awareness regarding eco friendly products in India. It will provide special knowledge of e-marketing in competitive environment. The students can understand about the retail marketing planning and market information system.

**Medium of Instruction: English/Marathi**

| Unit No.             | Sem-II  | Periods   |
|----------------------|---|-----------|
| 1                    | Marketing Environment and Market Segmentation<br>1.1 Meaning and Definitions, Factors affecting Marketing Decisions<br>1.2 Types of Marketing Environment.<br>1.3 Market Segmentation- Meaning, Definitions, Essentials of Effective Market Segmentation.   | 10        |
| 2                    | Green Marketing:<br>2.1 Meaning, Definition and Importance<br>2.2 Role of Marketing Manager in Green Marketing.<br>2.3 Marketing Mix of Green Marketing<br>2.4 Principles of success of green products<br>2.5 Case Studies  | 14        |
| 3                    | <b>Marketing Planning, Marketing Information System, Marketing Research</b><br>3.1 Marketing Planning: Meaning, Scope, Importance, Essential steps in Marketing planning<br>3.2 Marketing Information System: Concept, Components and Importance of Marketing Information System<br>3.3 Marketing Research : Meaning, Definitions, Objectives and Scope of Marketing research, Types and Techniques of Marketing Research, Use of Marketing Research in Management, Areas of Marketing Research | 12        |
| 4                    | <b>E- Marketing</b><br>4.1 Meaning and Definitions and utility of E- Marketing<br>4.2 Advantages, Limitations and Challenges before E-Marketing<br>4.3 Online and Offline marketing<br>4.4 Present status of E-Marketing in India<br>4.5 Scope for E-Marketing in Indian scenario<br>4.6 Online Marketing Strategies  | 12        |
| <b>Total Periods</b> |   | <b>48</b> |

**Recommended Books:**

1. Retailing and E-tailing – S. L. Gupta, Mittal & Nayyar
2. E-Commerce: Fundamentals and Applications – Henry Chan, Lee
3. Marketing Management, Indian context – global prespective – Ramaswami Namakumari
4. Marketing Management – Pankaj Madan & Hemraj Verma Amit Mittal
5. Marketing Management (Text and Cases) – Rajagopal
6. Marketing Concepts and cases – Michael J Etzel, Bruce J. Walker, Willam J Stanton Ajay Pandit
7. Introduction to e-commerce – Nidhi Dhawan
8. Electronic Commerce – Bharat Bhaskar

**S.Y. B.Com.**  
Compulsory Paper  
**Subject Name :- Business Communication.**

**Objectives of the Course:**

1. To understand the concept, & Drafting of Business Letters.
2. To know the various types of business Letters.
3. To understand the Drafting and writing of Reports.
4. To develop awareness regarding new trends in business communication.

**Course outcome:**

This course will offer and understand the layout, essential qualities of business letters. The students can come to know various types of business letters and drafting of these letters. It will provide knowledge of various types of reports and how to write reports. It will develop the awareness about new technologies in business communication and how to operate it in the business communication.

**Medium of Instruction : English**

| Unit No.             | Sem-I  | Periods   |
|----------------------|--|-----------|
| <b>1</b>             | <b>Business Letters:</b><br>1.1 Meaning, Importance, Qualities or Essentials of Business Letters<br>1.2 Physical Appearance, and Layout of Business Letter.  | <b>12</b> |
| <b>2</b>             | <b>Types and Drafting of Business Letters:</b><br>2.1 Enquiry Letters<br>2.2 Replies to Enquiry Letters<br>2.3 Order Letters<br>2.4 Credit and Status Enquiries<br>2.5 Sales Letters<br>2.6 Complaint Letters<br>2.7 Collection Letters<br>2.8 Circular Letters                              | <b>14</b> |
| <b>3</b>             | <b>Report Writing:</b><br>3.1 Types of Reports, & its Characteristics,<br>3.2 Essential requirements, Writing & Planning of reports,<br>3.3 Outline issues for analysis, writing reports.  | <b>10</b> |
| <b>4</b>             | <b>New Technologies in Business Communication:</b><br>4.1 Internet: Email, Websites, Electronic Clearance System, Writing a Blog<br>4.2 Social Media Network: Twitter, Facebook, LinkedIn, YouTube, Cellular Phone, WhatsApp, VoiceMail, Short Messaging Services Video Conferencing Mobile. | <b>12</b> |
| <b>Total Periods</b> |  | <b>48</b> |

**Recommended Books:**

1. Asha Kaul (1999), "Business Communication", Prentice Hall of India, New Delhi.
2. Chaturvedi P. D. & Chaturvedi Mukesh (2012), "Managerial Communication", Pearson, Delhi.
3. Madhukar R. K. (2005), "Business Communication", Vikas Publishing House Pvt. Ltd., New Delhi.
4. Mamoria C. B. & Gankar S. V. (2008), "Personnel Management", Himalaya Publishing House, Mumbai.
5. Nawal Mallika (2012), "Business Communication", Cengage Learning, Delhi.
6. Rajendra Pal & Korlahalli (2007), "Essentials of Business Communication", Sultan Chand & Sons, New Delhi.
7. Sharma R. C. & Krishan Mohan, "Business Correspondence & Report Writing", Tata McGraw Hill Publishing Co. Ltd.
8. Sinha K. K. (2003), "Business Communication", Galgotia Publishing Company, New Delhi.
9. Sinha K. K. (2008), "Business Communication", Galgotia Publishing Company, New Delhi.