

T.Y. B.Com.

Marketing Management Special Paper III

Subject Name -: Marketing Management (Semester V)

Paper code COMMM3505A (Optional Paper)

Academic Year 2021-22

Medium of Instruction: English/Marathi

Learning Objectives:

- To learn about the concept of Advertising.
 - To know regarding advertising media
 - To provide knowledge of various approaches in advertising
 - To develop brand marketing skills through the application and exercise.

Learning Outcome: The course will help the students to get knowledge about advertising. It would also enable the students to know the advertising media. This course will also help the students to make aware about the various approaches in advertising and it will help to develop brand marketing skills.

Medium of Instruction: English/Marathi

Unit No.	Semester-V	Periods
1	<u>Advertising I</u> 1) Fundamentals of Advertising 1.1 Conceptual framework, Nature, scope and Functions of Advertising 1.2 Role of Advertising in Modern Business 1.3 Advertising- Objectives- Types, Benefits and Limitations 1.4 Ethics in Advertising	12
2	2) Advertising Media 2.1 Definitions – Classification and Characteristics of Different Media 2.2 Comparative Study of Advertising Media 2.3 Selection of Media- Factors Affecting Selection of Media 2.4 Media Mix – Geographical selective-Media Scheduling 2.5 E-Advertising	12
3	<u>Advertising II</u> 3) Appeals and Approaches in Advertisement 3.1 Introduction- Different Appeals and their Significance 3.2 Advertising Message 3.3Relation between Advertising Appeal and Buying Motive 3.4Positive and Negative Emotional Approaches 3.5 Role of Advertising Council of India	12
4	4) Brand Management 4.1 Introduction of Branding 4.2 Brand identity 4.3 Advertising and Branding 4.4 Brand Extension 4.5 Identity Sources – symbols, logos, trademarks	12
	Total Periods	48

Recommended Books:

1. Marketing Management – Philip Kotler
2. International Marketing : A Comparative System Approach,– David Carson
3. Marketing Today: A Basic Approach- David J. Schwartz
4. The Marketing Edge: Making Strategies work –Thos V. Boroma
5. Value Based Marketing: Marketing Strategies for Corporate Growth and Shareholder value – Peter Doyle
6. Basic Marketing : A Managerial Approach – E. Jenome McCarthy
7. Marketing Channels: A Management View – Bert Rosebloom

Subject Name :- Marketing Management (Semester VI)

Paper code-COMMM 3506A Optional Paper

Academic Year 2021-22

Medium of Instruction: English/Marathi**Learning Objectives:**

1. To understand about the marketing planning and sales forecasting
2. To develop awareness regarding Marketing Research
3. To provide knowledge of Target Marketing
4. To develop marketing control skills through advertising budget

Learning outcome:

This course will understand about the Marketing planning and sales forecasting. It will develop awareness regarding marketing research. It will provide special knowledge of Target Marketing. The students can understand about the marketing control skills through advertising budget

Medium of Instruction: English/Marathi

Unit No.	Semester-V	Periods
1	1) Marketing Planning and Sales Forecasting 1.1 Meaning, importance and types of Marketing Planning 1.2 Elements of Marketing Plan, process of preparing a Marketing Plan 1.3 Meaning of Sales forecast, Sales Budgets and Sales Quota 1.4 Sales Forecasting Methods, Forecasting Techniques	12
2	2) Marketing Research 2.1 Meaning, nature and scope of Marketing Research 2.2 Marketing Research process 2.3 Role of Marketing research in advertising 2.4 Types of Research 2.5 Methods of data collection 2.6 Types of Questionnaire	12
3	3) Target Marketing 3.1 Meaning, nature and Importance 3.2 Market Targeting 3.3 Selection of Target Segment 3.4 Targeting Strategies	10
4	4) Marketing Control & Advertising Budget in Marketing 4.1 Meaning, Objectives of Marketing Control 4.2 Techniques of Marketing Control 4.3 Marketing Audit – meaning, characteristics, objectives, process of Marketing audit 4.4 Factors influencing budget, Common budgeting approach	14
	Total Periods	48

Recommended Books:

1. Marketing Management – Philip Kotler
2. International Marketing : A Comparative System Approach,– David Carson
3. Marketing Today: A Basic Approach- David J. Schwartz
4. The Marketing Edge: Making Strategies work – Thos V. Boroma
5. Value Based Marketing: Marketing Strategies for Corporate Growth and Shareholder value – Peter Doyle
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Marketing Management Special Paper IV

Subject Name -: Marketing Management (Semester V)

Paper code:COMMM3605AOptional Paper

Academic Year 2021-22

Medium of Instruction: English/Marathi

Objectives of the Course:

1. To understand the concept of Industrial Marketing
2. To develop awareness regarding Social Marketing
3. To provide knowledge of agriculture marketing
4. To develop skills regarding International marketing

Course outcome:

This course will understand the concept of Industrial Marketing. It will develop awareness regarding social marketing. It will provide special knowledge of agriculture marketing. The students can understand about the International marketing.

Medium of Instruction: English/Marathi

Unit No.	Semester-V	Periods
1	1) Industrial Marketing 1.1 Introduction to Industrial Marketing 1.2 Types of Industrial Goods 1.3 Difference between Industrial and Consumer Marketing 1.4 Purchasing practices of Industrial customer	12
2	2) Social Marketing 2.1 Meaning and Objectives of Social Marketing 2.2 Social Responsibility of Marketing manager 2.3 Impact of Marketing on Society and Other Business 2.4 Social Criticism of Marketing 2.5 Recent Trends in Social Marketing	16
3	3) Agricultural Marketing 3.1 Meaning of Agriculture Marketing 3.2 Types and Features of Agri-Products 3.3 Defects of Agri-marketing and remedies 3.4 Marketing Intelligence System and Agriculture Marketing 3.5 Distinction between manufacture goods marketing and Agriculture goods marketing	08
4	4) International Marketing 4.1 Meaning, nature, need and importance of International Marketing 4.2 International marketing Vs. Domestic Marketing 4.3 Problems and challenges in International marketing 4.4 Mode of entry in International Market 4.5 Scope of International Marketing	12
Total Periods		48

Recommended Books:

1. Marketing Management – Philip Kotler
2. International Marketing : A Comparative System Approach,– David Carson
3. Marketing Today: A Basic Approach- David J. Schwartz
4. The Marketing Edge: Making Strategies work – Thos V. Boroma
5. Value Based Marketing: Marketing Strategies for Corporate Growth and Shareholder value – Peter Doyle
6. Basic Marketing : A Managerial Approach – E. Jenome McCarthy
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Marketing Management Special Paper VI

Subject Name -: Marketing Management (Semester VI)

Paper Code: COMMM3606B Optional Paper

Academic Year 2021-22

Medium of Instruction: English/Marathi

Objectives of the Course:

1. To understand the role of Marketing Organizations
2. To develop awareness regarding Marketing strategies
3. To provide knowledge about marketing regulations
4. To develop insight about Globalization and Marketing

Course outcome:

This course will understand the role of Marketing Organization. It will develop awareness regarding marketing strategies. It will provide special knowledge of marketing regulations. The students can understand about the Globalization and marketing.

Medium of Instruction: English/Marathi

Unit No.	Semester-VI	Periods
1	1) Marketing Organizations 1.1 Meaning of Marketing Organization 1.2 Changing role of Marketing Organization 1.3 Factors affecting on Marketing Organization 1.4 Essentials of an effective Marketing Organization	12
2	2) Marketing Strategies 2.1 Concept& meaning of Strategy 2.2 Characteristics of Strategy 2.3Competitive Marketing Strategy& itsapplication in Global Environment 2.4Benchmarking – A total for effective Marketing Strategy-meaning, process and advantages of Benchmarking	12
3	3) Marketing Regulations 3.1 Importance of Marketing Regulations in Marketing 3.2 Relevance and importance of following Acts in the context Marketing Management – Consumer Protection Acts, 1986, Trade Marks Act, 1999, Competition Acts, 2002, Indian Patent(amendment) Acts, 2005, Bureau of Indian Standards Act, Copy Right Act 1972 (amended)	10
4	4) Globalization and Marketing 4.1 Meaning, Features of Globalization 4.2 Marketing in 21 st Century 4.3 Impact of Globalization on marketing 4.4 Benefits and limitation of Globalization 4.5 Case study related to Global Marketing	14
	Total Periods	48

Recommended Books:

1. Marketing Management – Philip Kotler
2. International Marketing : A Comparative System Approach,– David Carson
3. Marketing Today: A Basic Approach- David J. Schwartz
4. The Marketing Edge: Making Strategies work – Thos V. Boroma
5. Value Based Marketing: Marketing Strategies for Corporate Growth and Shareholder value – Peter Doyle
6. Basic Marketing : A Managerial Approach – E. Jenome McCarthy
7. Marketing Channels: A Management View – Bert Rosebloom