



**Anekant Education Society's**

**Tuljaram Chaturchand College of Arts, Science & Commerce,  
Baramati**

***(Empowered Autonomous)***

**Three/Four Year Honours/Honours with Research B.Com. Degree**

**Program in Marketing**

**(Faculty of Commerce)**

**CBCS Syllabus**

**SYBCOM (Marketing)**

**For Department of Commerce**

**NEP-2.0**

**Choice Based Credit System Syllabus**

**(2024 Pattern)**

**(As Per NEP-2020)**

**To be implemented from Academic Year 2025-2026**

**Title of the Programme: SYBCOM (Marketing)****Preamble**

AES's Tuljaram Chaturchand College has decided to change the syllabus of various faculties from June, 2023 by taking into consideration the guidelines and provisions given in the National Education Policy (NEP), 2020. The NEP envisions making education more holistic and effective and to lay emphasis on the integration of general (academic) education, vocational education and experiential learning. The NEP introduces holistic and multidisciplinary education that would help to develop intellectual, scientific, social, physical, emotional, ethical and moral capacities of the students. The NEP 2020 envisages flexible curricular structures and learning based outcomes for the development of the students. The credit structure and the courses framework provided in the NEP are nationally accepted and internationally comparable.

The rapid changes in science and technology and new approaches in different areas of Commerce and related subjects, Board of Studies in Marketing of Tuljaram Chaturchand College, Baramati - Pune has prepared the syllabus of SYBCom Marketing Semester - III under the Choice Based Credit System (CBCS) by following the guidelines of NEP 2020, NCeF, NHEQF, Prof. R.D. Kulkarni's Report, GR of Gov. of Maharashtra dated 20<sup>th</sup> April, 16<sup>th</sup> May 2023 and 13<sup>th</sup> March, 2024 and Circular of SPPU, Pune dated 31<sup>st</sup> May 2023 and 2<sup>nd</sup> May, 2024.

we will explore fundamental concepts such as market, marketing functions, market segmentation, marketing mix, branding, advertising, and digital marketing strategies, consumer protection act, business ethics, entrepreneurship development, We will delve into case studies that illustrate how businesses effectively connect with their target audiences and adapt to ever-evolving market conditions.

By the end of this course, you will not only grasp theoretical frameworks but also develop practical skills essential for designing innovative marketing campaigns and contributing to organizational growth. Get ready to explore the art and science of influencing consumer perceptions and behaviors, and to critically analyze marketing strategies that drive business outcomes.

**Programme Specific Outcomes (PSOs)*****PSO1. A Fundamental knowledge and coherent understanding:***

: Able to acquire broad multidisciplinary knowledge in different educational domains and their links to various field of study in Marketing.

***PSO2. Critical thinking and problem-Solving Skills:***

Students will be able to conduct investigation on complex problem solving through the design of experiments, analysis and interpretation of data to arrive at valid conclusion.

***PSO3. Teamwork:***

The students should be able to able to work constructively, cooperatively, effectively and respectfully as part of a team.

***PSO4 Traditional knowledge into modern application:***

Students should be able to acquire and apply traditional knowledge system in to modern and professional domain.

***PSO5. Multidisciplinary competence:***

The student should be able to demonstrate the acquisition of knowledge of the values and beliefs of multiple disciplines. The student should be able to perceive knowledge as an environmental friendly, extensive, interconnected, and interconnected faculty of consciousness that encourages design, interpersonal, and empathetic and understanding environmental challenges across disciplines

***PSO6. Critical Thinking:*** Demonstrate the ability to understand and address critical issues in physical and cultural environments.

***PSO7. Innovation, Employability and Entrepreneurial Skills:***

The students should be able to identify opportunities and pursue those opportunities to create value and wealth for the betterment of the individual and society at large as well as be suitable for employment, as an entrepreneur focused, and serve as a role model for ethical and responsible economic professionals.

***PSO8 Ethics:***

Recognize different value systems, including their own, understand the moral dimensions of their decisions, and take responsibility for their actions.



Anekant Education Society's  
**Tuljaram Chaturchand College**  
**of Arts, Science and Commerce Baramati, Dist-Pune**  
**(Empowered Autonomous)**  
**Board of Studies in Marketing**  
(Academic Year 2025-26 to 2027-28)

Sr. No.	Name of Member	Designation
1.	Dr. Megha Badve	Chairman
2.	Dr. Janardhan Pawar	Internal Member
3.	Dr. Niranjan Shah	Internal Member
3.	Dr. Vivek Bale	Internal Member
4.	Ms. Shweta Borawake	Internal Member
5.	Dr. Reshma Pathan	Internal Member
6.	Dr. Manisha Bhosale	Internal Member
7.	Dr. Manisha Shelkhande	External Member Vice-Chancellor Nominee
8.	Dr. Sandeep Lokhande	External Member from other University
9.	Dr. Manoj Meghrajani	External Member from other University
10.	Shri. Dhawal Waghlikar	Industry Expert
11.	Shri. Abhinandan Shah	Meritorious Alumni
12.	Ms. Gadekar Tanaya	Student representative(PG)
13.	Ms. Doshi Nirzara	Student representative (UG)

**Credit Distribution Structure for Three/Four Year Honours/Honours with Research Degree Programme With Multiple Entry and Exit options as per National Education Policy (2024 Pattern as per NEP-2020)**

Level/ Difficulty	Sem	Subject DSC-1				Subje ct DSC -2	Subje ct DSC -3	GE/OE	SEC	IKS	AEC	VEC	CC	Total
4.5/100	I	4(T)				4(T)	4(T)	2(T)	2 (T)	2(T) (Generic)	2(T)	2(T)	--	22
	II	4(T)				4(T)	4(T)	2(T)	2 (T)	--	2(T)	2(T)	2(T)	22
<b>Exit option:</b> Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/Internship OR Continue with Major and Minor <b>Continue option:</b> Student will select one subject among the (subject 1, subject 2 and subject 3) as major and other as minor and third subject will be dropped.														
Level/ Difficulty	Sem	Credits Related to Major				Minor	--	GE/OE	SEC	IKS	AEC	VE C	C C	Total
		Major Core	Major Elective	VSC	FP/OJT/C E P/RP									
5.0/200	III	6(T)	--	2 (T)	2(FP)	4(T)	--	2(T)	--	2(T)	2(T)	--	2(T)	22
	IV	6(T)	--	2 (T)	2(CEP)	4(T)	--	2(T)	2 (T)	--	2(T)	--	2(T)	22
<b>Exit option:</b> Award of UG Diploma in Major and Minor with 88 credits and an additional 4credits core NSQF course/Internship OR Continue with Major and Minor														
5.5/300	V	12(T)	4(T)	2 (T)	2(FP/CEP)	2(T)	--	--	--	--	--	--	--	22
	VI	12(T)	4(T)	2 (T)	4 (OJT)	--	--	--	--	--	--	--	--	22
Total 3Years		44	8	8	10	18	8	8	6	4	8	4	6	132
<b>Exit option:</b> Award of UG Degree in Major with 132 credits OR Continue with Major and Minor														
6.0/400	VII	10 (T)	4(T)	--	4(RP)	4(RM)(T)	--	--	--	--	--	--	--	22
	VIII	10 (T)	4(T)	--	6(RP)	--	--	--	--	--	--	--	--	22
Total 4Years		64	16	8	22	22	8	8	6	4	8	4	6	176
Four Year <b>UG Honours with Research Degree</b> in Major and Minor with 176 credits														
6.0/400	VII	10 (T)	4(T)	--	--	4(RM) (T)	--	--	--	--	--	--	--	22
	VIII	10 (T)	4(T)	--	4 (OJT)	--	--	--	--	--	--	--	--	22
Total 4Years		72	16	8	14	22	8	8	6	4	8	4	6	176
Four Year <b>UG Honours Degree</b> in Major and Minor with 176 credits														
<b>T</b> = Theory <b>P</b> = Practical <b>DSC</b> = Discipline Specific Course <b>OE</b> = Open Elective <b>SEC</b> = Skill Enhancement Course <b>IKS</b> = Indian Knowledge System <b>AEC</b> = Ability Enhancement Course <b>VEC</b> = Value Education Course <b>CC</b> = Co-curricular Course <b>VSC</b> = Vocational Skill Course <b>OJT</b> = On Job Training <b>CEP</b> = Community Engagement Project <b>FP</b> = Field Project <b>RP</b> = Research Project														

## Course Structure for S.Y. B.Com. Commerce (2024 Pattern) as per NEP-2020

## B.Com. in Marketing

Sem.	Course Type	Course Code	Course Title	Theory / Practical	Credits
III	Major Mandatory	COM-201-MJM (B)	Marketing Environment	Theory	04
	Major Mandatory	COM-202-MJM (B)	Marketing & Salesmanship	Theory	02
	Vocational Skill Course (VSC)	COM-203-VSC	Business Communication	Theory	02
	Field Project (FP)	COM-204-FP	Field Project	Practical	02
	Minor	COM-205-MN(A)	Company Accounts- I	Theory	04
	Open Elective (OE)	COM-206-OE	Basics of Commerce	Theory	02
	Subject Specific IKS	COM-207-IKS(B)	Ancient Marketing System	Theory	02
	Ability Enhancement Course (AEC)	MAR-210-AEC / HIN-210-AEC/SAN-210-AEC	Marathi OR Hindi OR Sanskrit	Theory (Choose any One out of 2)	02
	Co-curricular Course (CC)	YOG/PES/CUL/ NSS/NCC-211-CC	Co-curricular Course (CC)	T/P	02
Total Credits					22
Sem.	Course Type	Course Code	Course Title	Theory / Practical	Credits
IV	Major Mandatory	COM-251-MJM	Designing of Advertising	Theory	04
	Major Mandatory	COM-252-MJM	Distribution Channel & Sales Force Management	Theory	02
	Vocational Skill Course (VSC)	COM-253-VSC	Soft Skills and Modern Business Communication	Theory	02
	Community Engagement Project (CEP)	COM-254-CEP	Community Engagement Programme	Practical	02
	Minor	COM-255-MN(B)	Company Accounts- II	Theory	04
	Open Elective (OE)	COM-256-OE	Elements of Contemporary Commerce	Theory	02
	Skill Enhancement Course (SEC)	COM-257-SEC	Essentials of Business Management	Theory	02
	Ability Enhancement Course (AEC)	MAR-260-AEC / HIN-260-AEC/SAN-260-AEC	Marathi OR Hindi OR Sanskrit	Theory	02
	Co-curricular Course (CC)	YOG/PES/CUL/ NSS/NCC-261-CC	Co-curricular Course (CC)	T/P	02

## **CBCS Syllabus for S.Y. B.Com. Semester III (2024 Pattern)**

<b>Name of the Programme</b>	<b>: B.Com.</b>
<b>Programme Code</b>	<b>: UC</b>
<b>Class</b>	<b>: S.Y. B.Com</b>
<b>Semester</b>	<b>: III</b>
<b>Course Code</b>	<b>: COM-202-MRM (B)</b>
<b>Course Title</b>	<b>: Marketing &amp; Salesmanship</b>
<b>No. of Credits</b>	<b>: 02</b>
<b>No. of Teaching Hours</b>	<b>: 30</b>

### **Course Objectives:**

1. To get in depth knowledge of marketing and salesmanship and its application in today's world.
2. To acquaint the recent trends in the field of marketing.
3. To get the knowledge of Salesmanship and various approaches.
4. To create awareness and importance of Green Marketing.
5. To develop techniques of salesmanship skills.
6. To know the process of selling.
7. To understand the information about marketing mix of Green marketing

### **Course Outcomes:**

#### **By the end of the course, students will be able to:**

- CO1. This will help the students to get in depth knowledge of marketing and salesmanship and its application in today's world.
- CO2. This would also enable the students to acquaint the recent trends in the field of marketing.
- CO3. Students will get the knowledge of Salesmanship and various approaches
- CO4. This will help the students to create awareness and importance of Rural Marketing
- CO5. This will help the students to develop techniques of salesmanship skills.
- CO6. This will help the students to know the process of selling.
- CO7. This will help the students to understand about social media.

**Unit 1: Salesmanship-****10 Lectures**

- 1.1 Meaning & Definition of Salesmanship
- 1.2 Features of Salesmanship
- 1.3 Scope of Salesmanship
- 1.4 Modern Concept of Salesmanship
- 1.5 Utility of Salesmanship
- 1.6 Elements of Salesmanship
- 1.7 Salesmanship : Arts or Science
- 1.8 Salesmanship – a profession
- 1.9 Qualities of Salesman

**Unit 2: Process of Selling:****10 Lectures**

- 2.1 Psychology of Salesmanship – Attracting Attention, Awakening Interest, Creating Desire and Action
- 2.2 Stages in Process of Selling - Pre-sale Preparation, Prospecting, Pre-Approach, Approach, Sales Presentation, Handling of Objections, Close, After Sales Follow-up

**Unit 3: Green Marketing****10 Lectures**

- 3.1 Green Marketing – Introduction, Meaning, Importance
- 3.2 Role of Marketing Manager in Green Marketing
- 3.3 Marketing Mix of Green Marketing
- 3.4 Principles of success of Green Products

**References:**

- 1. Principals of Marketing, Prentice- Hall of India Pvt.Ltd., Philip Kotler Gary
- 2. Rural Marketing, Dorling Kindersley (India), Pvt.Ltd.Pearson,
- 3. Marketing Management, Himalaya Publishing House, Dr.K.Karuna Karan
- 4. Marketing in India, Vikas Publishing House, S. Neelamegham
- 5. Basics of Marketing Management, S. Chand ,Dr.R.B.Rudani
- 6. Services Marketing. Himalaya Publishing House. V. Venugopal Raghu V.N.
- 7. Marketing management, Sherlekar
- 8. Marketing management, Kalyani publishing company New delhi, Sontakke C.



### Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Com

Subject: Marketing & Salesmanship

Course: Marketing & Salesmanship

Course Code: COM-202-MJM (B)

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Programme Outcomes (POs)					
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3				
CO 2	3		3		
CO 3	3				
CO 4					
CO 5					
CO 6	3		2		
CO 7					

#### Justification for the Mapping

##### PO1: Knowledge and Critical Thinking

CO1. This will help the students to get in depth knowledge of marketing and salesmanship and its application in today's world; they can solve the problems of marketing and salesmanship.

CO2. The students acquaint the recent trends in the field of marketing; can cope up with the changes in market.

CO3. Students will get the knowledge of Salesmanship and various approaches, can improve themselves in enter and sustain in the market.

##### PO3: Independent learning

CO2. The students acquaint the recent trends in the field of marketing; can cope up with the changes in market.

CO6. The students come to know the process of selling and according to that they can sell their product/service.

## CBCS Syllabus for S.Y. B.Com. Semester III (2024 Pattern)

<b>Name of the Programme</b>	: B.Com.
<b>Programme Code</b>	: UC
<b>Class</b>	: S .Y. B.Com
<b>Semester</b>	: III
<b>Course Code</b>	: COM-201-MRM (B)
<b>Course Title</b>	: Marketing Environment
<b>No. of Credits</b>	: 04
<b>No. of Teaching Hours</b>	: 60 (Theory)

### Course Objectives:

1. To get in depth knowledge of marketing environment and its application in today's world.
2. To acquaint the recent trends in the field of marketing environment.
3. To get the knowledge of marketing environment and various approaches.
4. To create awareness and importance of marketing environment.
5. To develop techniques of salesmanship skills.
6. To know the communication skill.
7. To understand the information about current marketing information in India.

### Course Outcomes:

**By the end of the course, students will be able to:**

- CO1. This will help the students to get in depth knowledge of marketing environment and its application in today's world.
- CO2. This would also enable the students to acquaint the recent trends in the field of marketing. CO3. Students will get the knowledge of marketing environment and various approaches
- CO4. This will help the students to create awareness and importance of environment Marketing
- CO5. This will help the students to develop techniques of salesmanship skills.
- CO6. This will help the students to know the communication skill. CO7.
- This will help the students to understand about current marketing in India.

## Topics and Learning Points

### UNIT 1 : Marketing Environment and Market Segmentation

16 Lectures

- 1.1 Meaning and Definitions, Factors affecting Marketing Decisions
- 1.2 Types of Marketing Environment.
- 1.3 Market Segmentation- Meaning, Definitions,
- 1.4 Needs, Bases for Market Segmentation of Consumer and Industrial goods
- 1.5 Essentials of Effective Market Segmentation.

### UNIT 2 : Marketing Communication

16 Lectures

- 2.1 Meaning, Definition and objectives
- 2.2 Marketing communication mix
- 2.3 Traditional media
- 2.4 New Age media
- 2.5 Marketing communication through product cues
- 2.6 Different forms of appeal for communication

### UNIT 3 : Retail Marketing

12 Lectures

- 3.1 Meaning and Definitions of Retail Marketing
- 3.2 Types of Retailers
- 3.3 Role of Retail Marketing.

### UNIT 4 : Current Marketing Environment in India

16 Lectures

- 4.1 With special reference to Liberalization, Globalization and Privatization
- 4.2 Economic Environment- demographic, technological, natural, political, social, cultural.
- 4.3 Change in market practices – global marketing –case studies

### References:

1. Principals of Marketing, Prentice- Hall of India Pvt. Ltd., Philip Kotler Gary
2. Rural Marketing, Dorling Kindersley (India), Pvt. Ltd. Pearson,
3. Marketing Management, Himalaya Publishing House, Dr. K. Karuna Karan
4. Marketing in India, Vikas Publishing House, S. Neelamegham
5. Basics of Marketing Management, S. Chand , Dr. R. B. Rudani
6. Services Marketing. Himalaya Publishing House. V. Venugopal Raghu V.N.
7. Marketing management, Sherlekar
8. Marketing management, Kalyani publishing company New Delhi, Sontakke C.

### Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Com

Subject: Marketing Environment

Course: Marketing Environment

Course Code: COM-201-MJM (B)

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8	PO 9	PO 10	PO 11	PO 12	PO 13
CO 1	1					1			3				
CO 2	2						2			-	-	1	-
CO 3	1												
CO 4								1					
CO 5		1			2								
CO 6			2										
CO 7							1						

#### Justification for the Mapping

#### PO1: A Fundamental Knowledge and Coherent Understanding:

CO1. This will help the students to get in depth knowledge of marketing environment and its application in today's world; they can solve the problems of marketing environment.

CO2. The students acquaint the recent trends in the field of marketing; can cope up with the changes in market.

CO3. Students will get the knowledge of marketing environment and various approaches, can improve themselves in enter and sustain in the market.

#### PO2: Procedural Knowledge for Skill Enhancement:

CO5. This will help the students to develop techniques of marketing environment skills.

#### PO3: Critical Thinking and Problem-Solving Skills:

CO6. This will help the students to know the process of marketing environment.

#### PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of marketing.

#### PO5: Analytical Reasoning Skills:

CO5. This will help the students to develop techniques of salesmanship skills

#### PO6: Innovation, Employability and Entrepreneurial Skills:

CO1. This will help the students to get in depth knowledge of marketing environment and its application in today's world.

#### PO7: Multidisciplinary Competence:

CO2. This would also enable the students to acquaint the recent trends in the field of marketing environment.

CO7. This will help the students to understand about current marketing in India.

**PO8: Value Inculcation through Community Engagement:**

CO4. This will help the students to create awareness and importance of Retail Marketing

CO1. This will help the students to get in depth knowledge of marketing and salesmanship and its application in today's world.

**PO12: Research-Related skills:**

CO2. This would also enable the students to acquaint the recent trends in the field of marketing.

## **CBCS Syllabus as per NEP 2020 for S.Y. B.Com. Semester III (2024 NEP Pattern)**

<b>Name of the Programme</b>	<b>: B.Com.</b>
<b>Programme Code</b>	<b>: UC</b>
<b>Class</b>	<b>: S .Y. B.Com</b>
<b>Semester</b>	<b>: III</b>
<b>Course Code</b>	<b>: COM-205-MN (B)</b>
<b>Course Title</b>	<b>: Service Marketing</b>
<b>No. of Credits</b>	<b>: 04</b>
<b>No. of Teaching Hours</b>	<b>: 60 (Theory)</b>

### **Course Objectives:**

1. To get in depth knowledge of service marketing and its application in today's world.
2. To acquaint the recent trends in the field of service marketing.
3. To develop techniques of service marketing skills.
4. To understand the information about social media.
5. To teach students the fundamentals of service marketing.
6. To help students understand the growing importance of India's service sector.
7. To educate students on the use of technology in service marketing.

### **Course Outcomes:**

#### **By the end of the course, students will be able to:**

- CO1. This will help the students to exemplify understanding of the concept, classification, and significance of services.
- CO2. This would also enable the students to the Compare products and services
- CO3. Students will get the knowledge of the seven Ps of service marketing.
- CO4. This will help the students to Use of the 7 Ps in various service organizations
- CO5. This will help the students to know the process of selling.
- CO6. This will help the students to understand about service marketing.
- CO7. This will help the students to educate on the use of technology in service marketing.

## Topics and Learning Points

### UNIT 1 : Introduction to Service Sector

16 Lectures

- 1.1 Meaning and Concept of Services,
- 1.2 Characteristics of Services,
- 1.3 Difference between Goods and Services,
- 1.4 Classification of Services,
- 1.5 Reasons for growth of service sector in India.
- 1.6 Service Marketing- Meaning, Importance, Challenges in Service Marketing.

### UNIT 2 : Service Marketing Mix

16 Lectures

- 2.1 Meaning, 7P's in Service Marketing – Product, Price, Place, Promotion, Process, People and Physical Evidence.
- 2.2 Introduction of industry and Application of 7 P's in- Bank, Insurance, Tourism and Hospitality Services, Healthcare Services.

### UNIT 3 : Recent Trends in Marketing

12 Lectures

- 3.1 Tourism, Hospitality, Healthcare, Banking, Insurance, Education, IT and Entertainment Industry.
- 3.2 Customer Satisfaction & Service Quality in Service Marketing- Services Marketing Triangle,

### UNIT 4 : Market Segmentation

16 Lectures

- 4.1 Definition, Need and Benefits of Market Segmentation
- 4.2 Bases for Market Segmentation of Consumer Goods and Industrial goods,
- 4.3 Effective Segmentation Criteria,
- 4.4 Niche and Local Marketing
- 4.5 Concept of Target Market and Concept of Positioning

## References:

### Reference Books:

1. Services Marketing- Zha S.M., Himalaya Publishing House
2. Services Marketing – Harsh Verma, Pearson Education
3. Service Marketing – RajendraNargudkar, Tata McGraw Hill Education Pvt. Ltd.
4. Services Marketing -Zeithaml, Bitner, Gremler & Pandit, McGraw Hill Publication

## Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Com

Subject: Service Marketing

Course: Service Marketing

Course Code: COM-205-MN (B)

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO 7	PO8	PO 9	PO 10	PO 11	PO 12	PO 13
CO 1	1					1			3				
CO 2	2						2			-	-	1	-
CO 3	1												
CO 4								1					
CO 5		1			2								
CO 6			2										
CO 7							1						

## Justification for the Mapping

**PO1: A Fundamental Knowledge and Coherent Understanding:**

CO1. This will help the students to get in depth knowledge of service marketing and its application in today's world; they can solve the problems of service marketing

CO2. The students acquaint the recent trends in the field of service marketing; can cope up with the changes in market.

CO3. Students will get the knowledge of service marketing and various approaches, can improve themselves in enter and sustain in the market.

**PO2: Procedural Knowledge for Skill Enhancement:**

CO5. This will help the students to develop techniques of service marketing skills.

**PO3: Critical Thinking and Problem-Solving Skills:**

CO6. This will help the students to know the process of selling.

**PO4: Communication Skill**

CO2. This would also enable the students to acquaint the recent trends in the field of service marketing.

**PO5: Analytical Reasoning Skills:**

CO5. This will help the students to develop techniques of salesmanship skills

**PO6: Innovation, Employability and Entrepreneurial Skills:**

CO1. This will help the students to get in depth knowledge of service marketing and its application in today's world.

**PO7: Multidisciplinary Competence:**

CO2. This would also enable the students to acquaint the recent trends in the field of service marketing.

CO7. This will help the students to understand about social Media.

**PO8: Value Inculcation through Community Engagement:**

CO4. This will help the students to create awareness and importance of service Marketing



**PO9: Traditional Knowledge into Modern Application:**

CO1. This will help the students to get in depth knowledge of service marketing and its application in today's world.

**PO12: Research-Related skills:**

CO2. This would also enable the students to acquaint the recent trends in the field of service marketing.

**CBCS Syllabus as per NEP 2020 for S.Y. B.Com. Semester III  
(2024 NEP Pattern)**

<b>Name of the Programme</b>	<b>: B. Com.</b>
<b>Programme Code</b>	<b>: B. COM.</b>
<b>Class</b>	<b>: S.Y.B.Com.</b>
<b>Semester</b>	<b>: III</b>
<b>Course Title</b>	<b>: Ancient Marketing System</b>
<b>Course Code</b>	<b>: COM-207-IKS</b>
<b>No. of Lectures</b>	<b>: 30</b>
<b>No. of Credits</b>	<b>: 02</b>

**Course Objectives:**

1. To create awareness about Ancient Marketing System.
2. To establish link between commerce / Business and Marketing
3. To understand the basic concept of Ancient Marketing System.
4. To understand marketing philosophy and generating ideas for Ancient Marketing System.
5. To know the relevance of Ancient Marketing System in modern competitive world.
6. To develop an analytical ability to plan for various marketing strategy.
7. To know about the buyer behavior and market Segmentation in Ancient Marketing System

**Course Outcomes:****By the end of the course, students will be able to:**

- CO1. Accurately describe the concept of Ancient Marketing System.
- CO2. Accurately establish link between commerce / Business and Marketing.
- CO3. Demonstrates the basic concept of Ancient Marketing System.
- CO4. Apply methods to inculcate about marketing philosophy and generating ideas for marketing research.
- CO5. Apply methods to know the relevance of Ancient Marketing System in modern competitive world.
- CO6. Discuss the issues relating to basic knowledge of various marketing strategy.
- CO7. Overview of buyer behavior and market Segmentation in Ancient Marketing System.

**Topics and Learning Points****Unit 1: Introduction to Ancient Marketing Systems 10 L**

- 1.1 Definition and scope of marketing in ancient times
- 1.2 The evolution of trade and commerce
- 1.3 Role of barter system in early economies
- 1.4 Transition from barter to currency-based trade

**Unit 2: Marketing in Ancient Civilizations 10L**

- 2.1 Mesopotamian Trade Practices: Role of merchants, commodities, and early contracts
- 2.2 Egyptian Economy & Trade: Use of grain banks, marketplaces, and barter
- 2.3 Greek & Roman Commerce: Coinage, market regulations, and consumer behavior
- 2.4 Indian Trade System: Guilds, Silk Route, and maritime trade.

**Unit 3: Early Forms of Marketing & Advertising 10L**

- 3.1 Use of symbols and branding in ancient businesses
- 3.2 Early advertising methods: Town criers, carvings, and inscriptions
- 3.3 Role of fairs and markets in promoting trade
- 3.4 Ancient contracts and consumer rights

**Reference Books:**

- 1. Basics of Marketing Management, S. Chand , Dr. R. B. Rudani
- 2. Services Marketing. Himalaya Publishing House. V. Venugopal Raghu V.N.
- 3. Marketing management, Sherlekar
- 4. Marketing management, Kalyani publishing company New Delhi, Sontakke C.

### Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Com

Subject: Ancient Marketing System

Course: Ancient Marketing System

Course Code: COM-207-IKS (B)

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13
CO 1	1					1			3				
CO 2	2						2			-	-	1	-
CO 3	1												
CO 4								1					
CO 5		1			2								
CO 6			2										
CO 7							1						

#### Justification for the Mapping

#### PO1: A Fundamental Knowledge and Coherent Understanding:

- CO1. This will help the students to get in depth knowledge of Ancient Marketing System and its application in today's world; they can solve the problems Ancient Marketing System.
- CO2. The students acquaint the recent trends in the field of Ancient Marketing System; can cope up with the changes in market.
- CO3. Students will get the knowledge of Ancient Marketing System and various approaches, can improve themselves in enter and sustain in the market.

#### PO2: Procedural Knowledge for Skill Enhancement:

- CO5. This will help the students to develop techniques of Ancient Marketing System skills.

#### PO3: Critical Thinking and Problem-Solving Skills:

- CO6. This will help the students to know the process of selling.

#### PO4: Communication Skill

- CO2. This would also enable the students to acquaint the recent trends in the field of Ancient Marketing System.

#### PO5: Analytical Reasoning Skills:

- CO5. This will help the students to develop techniques of salesmanship skills

#### PO6: Innovation, Employability and Entrepreneurial Skills:

- CO1. This will help the students to get in depth knowledge of Ancient Marketing System and its application in today's world.

#### PO7: Multidisciplinary Competence:

- CO2. This would also enable the students to acquaint the recent trends in the field of Ancient Marketing System.
- CO7. This will help the students to understand about Ancient Marketing System.

**PO8: Value Inculcation through Community Engagement:**

CO4. This will help the students to create awareness and importance of Ancient Marketing System

CO1. This will help the students to get in depth knowledge of marketing and salesmanship and its application in today's world.