



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 20th April, 16th May 2023 and 13th March, 2024 and Circular of SPPU, Pune dated 31st May 2023 and 2nd 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 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
Exit option: Award of UG Certificate in Major with 44 credits and an additional 4 credits core NSQF course/Internship OR Continue with Major and Minor Continue option: 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
Exit option: 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
Exit option: 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 UG Honours with Research Degree 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 UG Honours Degree in Major and Minor with 176 credits														
T = Theory P = Practical DSC = Discipline Specific Course OE = Open Elective SEC = Skill Enhancement Course IKS = Indian Knowledge System AEC = Ability Enhancement Course VEC = Value Education Course CC = Co-curricular Course VSC= Vocational Skill Course OJT= On Job Training CEP= Community Engagement Project FP= Field Project RP= 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
Total Credits					22

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

Name of the Programme	: B.Com.
Programme Code	: UC
Class	: S .Y. B.Com
Semester	: IV
Course Code	: COM-251-MJM(B)
Course Title	: Designing of Advertising
No. of Credits	: 04
No. of Teaching Hours	: 60 (Theory)

Course Objectives:

- To understand the fundamental concepts and theories of advertising and publicity.
- To explore the role of advertising in business and society.
- To learn the strategies and techniques used in creating effective advertising campaigns.
- To develop skills in planning and executing publicity strategies.
- To analyze the ethical and legal aspects of advertising and publicity.
- To get in-depth knowledge of advertising and publicity and its application in today's world.
- To understand the students to acquaint the recent trends in the field of advertising & publicity.

Course Outcomes:

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

CO1. Demonstrate knowledge of fundamental concepts and theories of advertising and publicity.

CO2. Accurately describe the role of advertising in business and society.

CO3. Discuss the strategies and techniques used in creating effective advertising campaigns.

CO4. Analyze the skills in planning and executing publicity strategies.

CO5. Explain about the ethical and legal aspects of advertising and publicity.

CO6. Apply depth knowledge of advertising and publicity and its application in today's world.

CO7. Identify various recent trends in the field of advertising & publicity.

Topics and Learning Points

Unit No.	Name of the Topic	Periods
I	1) Introduction to Advertising 1.1 Definition and Scope of Advertising 1.2 Objectives of Advertising: Informing, Persuading, and Reminding 1.3 Evolution of Advertising: Historical perspectives and modern trends 1.4 Types of Advertising: Commercial, Social, Political, Institutional, etc. 1.5 Role of Advertising in the Marketing Mix	15
II	2) Advertising Media 2.1 Classification of Advertising Media: Print, Broadcast, Outdoor, Digital 2.2 Media Planning and Selection: Factors influencing media choice 2.3 Emerging Media Platforms: Social media, Mobile advertising, Influencer marketing 2.4 Evaluation of Media Effectiveness	15
III	Advertising Creativity and Design 3.1 Creative Process in Advertising: From idea generation to execution 3.2 Elements of a Print Advertisement: Headline, Body Copy, Slogan, Visuals 3.3 Creating TV and Radio Commercials: Scriptwriting, Storyboarding, Production 3.4 Designing for Digital Media: Banner ads, Pop-ups, Video ads	15
IV	4) Publicity and Public Relations 4.1 Definition and Importance of Publicity 4.2 Public Relations (PR) vs. Advertising: Similarities and differences 4.3 Tools and Techniques of Publicity: Press releases, Events, Sponsorships 4.4 Managing Media Relations: Building and maintaining relationships with media	15
	Total Period	60

Recommended Textbooks

- "Advertising Principles and Practices" by William Wells, John Burnett, and Sandra Moriarty
- "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch
- "Public Relations: Strategies and Tactics" by Dennis L. Wilcox, Glen T. Cameron, and Bryan H. Reber

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Com

Subject: Designing of

Advertising

Course: Designing of Advertising

Course Code : COM-251- MJM(B)

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

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO8	PO9	PO10	PO11	PO 12	PO 13
CO 1	1					1		3				
CO 2	2								-	-	1	-
CO 3	1											
CO 4							1					
CO 5		1			2							
CO 6			2									
CO 7						2						

Justification for the Mapping

PO1: A Fundamental Knowledge and Coherent Understanding:

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

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

CO3. Students will get the knowledge of advertising 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 skills.

PO3: Critical Thinking and Problem-Solving Skills:

CO6. This will help the students to know buyer behavior, their scope, and significance.

PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of advertising and publicity.

PO5: Analytical Reasoning Skills:

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

PO6: Innovation, Employability and Entrepreneurial Skills:

CO1. This will help the students to get in depth knowledge of advertising 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 advertising and publicity.

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 advertising and publicity environment.

CO1. This will help the students to get in depth knowledge of 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 advertising and publicity.

**CBCS Syllabus for F.Y. B.Com. Semester IV (2024
Pattern)**

Name of the Programme	: B. Com.
Programme Code	: B. COM.
Class	: S.Y.B.Com.
Semester	: IV
Course Title	: Distribution Channels and sales force Management
Course Code	: COM-252-MJM (B)
No. of Lectures	: 30
No. of Credits	: 02

Course Objectives:

1. To create awareness about Distribution Channels and sales force Management
2. To establish link between Distribution Channels and sales force Management
3. To understand the basic concept of Distribution Channels and sales force Management
4. To understand marketing philosophy and generating ideas for Distribution Channels and sales force Management
5. To know the relevance of marketing in modern competitive world.
6. To develop an analytical ability to plan for various marketing strategy.
7. To overview of Distribution Channels and sales force Management

Course Outcomes:

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

- CO1. Accurately describe the concept of Distribution Channels and sales force Management.
- CO2. Accurately establish link between Distribution Channels and sales force Management.
- CO3. Demonstrates the basic concept of Distribution Channels and sales force Management.
- CO4. Apply methods to inculcate about marketing philosophy and generating ideas for Distribution Channels and sales force Management.
- CO5. Apply methods to know the relevance of marketing in modern competitive world.
- CO6. Discuss the issues relating to basic knowledge of Distribution Channels and sales force Management.
- CO7. Overview of Distribution Channels and sales force Management

Unit 1: Distribution Channels and sales force Management: (10L)

- 1.1) Introduction, Definition Objectives, Scope and Significance
- 1.2) Market Logistics Decision - Channel Structure
- 1.3) Qualities of Manager, incentives, financial and non-financial motives

Unit 2: Market Promotion Mix: (10L)

- 1.1) Promotion Mix – Meaning, Scope and Significance
- 1.2) Factors Affecting Market Promotion Mix
- 1.3) Advertisement and Sales Promotion – Meaning and Definition Methods of Sales Promotion, Advertising Media, Types

Unit 3: Rural Marketing & Service Marketing: (10L)

- 1.1) Rural Marketing - Introduction - Meaning, Definition, Features, Importance
- 1.2) Recent trends in Rural Marketing
- 1.3) Service Marketing - Introduction, Meaning, Definition, Features, Importance,
- 1.4) Classification of Service - - Marketing of Goods Services, Marketing of Consumer Goods Services

References:

- 1 Marketing Management, Macmillan Publication, V.S.Ramaswamy S. Namakumari
- 2 Principals of Marketing, Prentice- Hall of India Pvt. Ltd., Philip Kotler, Gary Armstrong
- 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.
- 8 Marketing management, Sherlekar
- 9 Marketing management, Kalyani publishing company new delhi, Sontakke C. N

Mapping of Program Outcomes with Course Outcomes

Class: S.Y.B.Com

Subject: Distribution Channels and sales force Management

Course: Distribution Channels and sales force Management:

Course Code: COM-252-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	PO7	PO8	PO9	P10	PO11	PO12	PO13
CO 1	1		1			1							
CO 2	2			1						-	-	3	-
CO 3				2									
CO 4		2				2							
CO 5									2			1	
CO 6				2				1					
CO 7					1		1						2

Justification for the Mapping PO1: A Fundamental

Knowledge and Coherent Understanding:

CO1. This will help the students to get in depth knowledge of Distribution Channels and sales force Management and its application in today's world; they can solve the problems of advertising.

CO2. The students acquaint the recent trends in the field of Distribution Channels and sales force Management and can cope up with the changes in market.

PO2: Procedural Knowledge for Skill Enhancement:

CO 4. The students apply methods to develop brand marketing skill through application and exercise.

PO3: Critical Thinking and Problem-Solving Skills:

CO1. Students can accurately describe the concept about advertising.

PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of Distribution Channels and sales force Management

CO3. Students can demonstrates the basic knowledge of various approaches in a Distribution Channels and sales force Management.

CO 6. This will help the students to discuss the issues relating to different appeals and approaches in Distribution Channels and sales force Management

PO5: Analytical Reasoning Skills:

CO7. This will help to acquaint students about Distribution Channels and sales force Management.

PO6: Innovation, Employability and Entrepreneurial Skills:

CO 4. Students apply methods to develop brand marketing skill through application and exercise.

PO7: Multidisciplinary Competence:

CO7. This will acquaint students about advertising and branding.

PO8: Value Inculcation through Community Engagement

CO 6. The students can discuss the issues relating to different appeals and approaches in Distribution Channels and sales force Management.

PO9: Traditional Knowledge into Modern Application:

CO5. Students can apply methods to get knowledge about the role of advertising in modern era.

PO12: Research-Related skills:

CO2. This will help to develop awareness regarding Distribution Channels and sales force Management.

PO13: Teamwork

CO7. The students can acquaint about advertising and branding, and its application in today's world; they can solve the problems of advertising.

CO2. The students acquaint the recent trends in the field of advertising media and can cope up with the changes in market.

PO2: Procedural Knowledge for Skill Enhancement:

CO 4. The students apply methods to develop brand marketing skill through application and exercise.

PO3: Critical Thinking and Problem-Solving Skills:

CO1. Students can accurately describe the concept about advertising.

PO4: Communication Skill

CO2. This would also enable the students to acquaint the recent trends in the field of Distribution Channels and sales force Management.

CO3. Students can demonstrate the basic knowledge of various approaches in advertising.

CO 6. This will help the students to discuss the issues relating to different appeals and approaches in advertising.

PO5: Analytical Reasoning Skills:

CO7. This will help to acquaint students about Distribution Channels and sales force Management.

PO6: Innovation, Employability and Entrepreneurial Skills:

CO 4. Students apply methods to develop brand marketing skill through application and exercise.

PO7: Multidisciplinary Competence:

CO7. This will acquaint students about Distribution Channels and sales force Management.

PO8: Value Inculcation through Community Engagement:

CO 6. The students can discuss the issues relating to different appeals and approaches in

Distribution Channels and sales force Management.

PO9: Traditional Knowledge into Modern Application:

CO5. Students can apply methods to get knowledge about the role of advertising in modern era.

PO12: Research-Related skills:

CO2. This will help to develop awareness regarding Distribution Channels and sales force Management.

PO13: Teamwork

CO7. The students can acquaint about Distribution Channels and sales force Management.