



**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**

**TYBCOM (Marketing)**

**For Department of Commerce**

**Choice Based Credit System Syllabus**

**(2024 Pattern)**

**(As Per NEP-2020)**

**To be implemented from Academic Year 2026-2027**

**Title of the Programme: TYBCOM (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, NCrf, 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         | <b>Chairperson</b>   |
| 2.      | Dr. Janardhan Pawar     | Internal Member  |
| 3.      | Dr. Niranjana Shah      | Internal Member  |
| 4.      | Dr. Vivek Bale          | Internal Member  |
| 5.      | Ms. Shweta Borawake     | Internal Member  |
| 6.      | Dr. Manisha Bhosale     | Internal Member  |
| 7.      | Dr. Manisha Shelkhande  | Vice-Chancellor Nominee<br>Subject Expert from SPPU, Pune    |
| 8.      | Dr. Sandeep Lokhande    | Subject Expert from SPPU, Pune                               |
| 9.      | Dr. Manoj Meghrajani    | Subject Expert from Outside the Parent<br>University         |
| 10.     | Shri. Dhawal Wagholikar | Representative from industry/corporate<br>sector/allied area |
| 11.     | Shri. Abhinandan Shah   | Member of the College<br>Alumni                              |
| 12.     | Ms. Gadekar Tanaya      | PG Student   |
| 13.     | Ms. Doshi Nirzara       | UG Student   |

**Department of Commerce / Four Year Honours/Honours with Research Degree Programme / Multiple Entry and Exit options as per National Education Policy (2024 Pattern as per NEP-2020)** TYBCOM

| Level/Difficult y   | 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)<br>(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<br><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/Difficult y   | Sem  | Credits Related to Major |                |          |                 | Minor           | --              | GE/OE    | SEC      | IKS               | AEC      | VE C     | C C      | Total      |
| 5.0/200   | III  | Major Core               | Major Elective | VSC      | FP/OJT/C E P/RP |                 |                 |          |          | 2(T)              |          |          |          |            |
|   | IV   | 6(T)                     | --             | 2 (T)    | 2(FP)           | 4(T)            | --              | 2(T)     | --       | --                | 2(T)     | --       | 2(T)     | 22         |
| <b>Exit option: Award of UG Diploma</b> 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         |
| <b>Total 3Years</b>   |      | <b>44</b>                | <b>8</b>       | <b>8</b> | <b>10</b>       | <b>18</b>       | <b>8</b>        | <b>8</b> | <b>6</b> | <b>4</b>          | <b>8</b> | <b>4</b> | <b>6</b> | <b>132</b> |
| <b>Exit option: Award of UG Degree in Major</b> 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         |
| <b>Total 4Years</b>   |      | <b>64</b>                | <b>16</b>      | <b>8</b> | <b>22</b>       | <b>22</b>       | <b>8</b>        | <b>8</b> | <b>6</b> | <b>4</b>          | <b>8</b> | <b>4</b> | <b>6</b> | <b>176</b> |
| <b>Four Year 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         |
| <b>Total 4Years</b>   |      | <b>72</b>                | <b>16</b>      | <b>8</b> | <b>14</b>       | <b>22</b>       | <b>8</b>        | <b>8</b> | <b>6</b> | <b>4</b>          | <b>8</b> | <b>4</b> | <b>6</b> | <b>176</b> |
| <b>Four Year UG Honours Degree</b> in Major and Minor with 176 credits  |      |                          |                |          |                 |                 |                 |          |          |                   |          |          |          |            |
| <b>T = Theory P = Practical DSC = Discipline Specific Course OE = Open Elective SEC = Skill Enhancement Course</b><br><b>IKS = Indian Knowledge System AEC = Ability Enhancement Course VEC = Value Education Course CC = Co-curricular Course VSC= Vocational Skill Course</b><br><b>OJT= On Job Training CEP= Community Engagement Project FP= Field Project RP= Research Project</b> |      |                          |                |          |                 |                 |                 |          |          |                   |          |          |          |            |

**T. Y. B. Com. Course Structure**  
**T.Y. B.Com. (NEP-2020) 2024 Pattern**

| Sem                                 | Course Type                   | Course Code     | Course Title                                   | Theory/Practical    | Credits   |
|-------------------------------------|-------------------------------|-----------------|--|---------------------|-----------|
| V<br>(5.5)                          | Major Mandatory               | COM-301-MRM (A) | Advanced Accounting I                          | Theory              | 04        |
|                                     |                               | COM-301-MRM(B)  | Introduction to Modern Marketing               | Theory              | 04        |
|                                     |                               | COM-301-MRM(C)  | Modern Business Dynamics                       | Theory              | 04        |
|                                     |                               | COM-301-MRM(D)  | Cost Accounting Systems and Applications       | Theory              | 04        |
|                                     |                               | COM-301-MRM(E)  | Quantitative Techniques – I                    | Theory              | 04        |
|                                     |                               | COM-301-MRM(F)  | Banking Law and Practices I                    | Theory              | 04        |
|                                     |                               | COM-302-MRM (A) | Financial Audit                                | Theory              | 04        |
|                                     |                               | COM-302-MRM(B)  | Basics of Marketing Strategy                   | Theory              | 04        |
|                                     |                               | COM-302-MRM(C)  | Office Management                              | Theory              | 04        |
|                                     |                               | COM-302-MRM(D)  | Cost Management and Decision Making            | Theory              | 04        |
|                                     |                               | COM-302-MRM(E)  | Probability and Distribution Theory            | Theory              | 04        |
|                                     |                               | COM-302-MRM(F)  | International Economics I                      | Theory              | 04        |
|                                     |                               | COM-303-MRM     | Mercantile Laws                                | Theory              | 04        |
|                                     | Major Elective (MJE)          | COM-305-MJE(A)  | Customer Relationship Marketing                | Theory<br>(Any one) | 04        |
|                                     |                               | COM-305-MJE(B)  | Management Techniques                          |                     |           |
|                                     | On Job Training (OJT)         | COM-306-OJT     | On Job Training                                | Theory              | 02        |
|                                     | Minor                         | COM-307-MN(A)   | Service Sector Accounting                      | Theory              | 02        |
|                                     |                               | COM-307-MN(B)   | Tourism Marketing                              | Theory              | 02        |
|                                     |                               | COM-307-MN(C)   | Disaster Management                            | Theory              | 02        |
|                                     |                               | COM-307-MN(D)   | Cost Accounting Methods and Cost Control       | Theory              | 02        |
|                                     |                               | COM-307-MN(E)   | Quantitative Techniques                        | Theory              | 02        |
|                                     |                               | COM-307-MN(F)   | Introduction of Indian Economy                 | Theory              | 02        |
| <b>Total Credits Semester-V</b>     |                               |                 |  |                     | <b>22</b> |
| VI<br>(5.5)                         | Major Mandatory               | COM-351-MRM(A)  | Advanced Accounting II                         | Theory              | 04        |
|                                     |                               | COM-351-MRM(B)  | Modern Marketing                               | Theory              | 04        |
|                                     |                               | COM-351-MRM(C)  | Functional Management                          | Theory              | 04        |
|                                     |                               | COM-351-MRM(D)  | Cost Accounting Systems and Strategies Pricing | Theory              | 04        |
|                                     |                               | COM-351-MRM(E)  | Quantitative Techniques – II                   | Theory              | 04        |
|                                     |                               | COM-351-MRM(F)  | Banking Law and Practices II                   | Theory              | 04        |
|                                     |                               | COM-352-MRM(A)  | Direct Tax                                     | Theory              | 04        |
|                                     |                               | COM-352-MRM(B)  | Marketing Strategies in Modern Marketing       | Theory              | 04        |
|                                     |                               | COM-352-MRM(C)  | Small Business Management                      | Theory              | 04        |
|                                     |                               | COM-352-MRM(D)  | Cost Audit and Cost Control Techniques         | Theory              | 04        |
|                                     |                               | COM-352-MRM(E)  | Distribution theory and Testing of Hypothesis  | Theory              | 04        |
|                                     |                               | COM-352-MRM(F)  | International Economics II                     | Theory              | 04        |
|                                     |                               | COM-353-MRM     | Business Laws                                  | Theory              | 04        |
|                                     | Major Elective (MJE)          | COM-355-MJE(A)  | Green Marketing                                | Theory<br>(Any one) | 04        |
|                                     |                               | COM-355-MJE(B)  | Organization Management                        |                     |           |
|                                     | Vocational Skill Course (VSC) | COM-356-VSC     | Entrepreneurship Development                   | Theory              | 04        |
|                                     | Field Project                 | COM-357-FP      | Field Project                                  | Practical           | 02        |
| <b>Total Credits Semester-VI</b>    |                               |                 |  |                     | <b>22</b> |
| <b>Total Credits Semester-V+ VI</b> |                               |                 |  |                     | <b>44</b> |

**CBCS Syllabus for T.Y. B.Com. Semester V  
(2024 Pattern)**

**Name of the Programme : B. Com.**

**Programme Code : UC**

**Class : T.Y.B.Com.**

**Semester : V**

**Course Title : Introduction to Modern Marketing**

**Course Code : COM-301-MRM (B)**

**No. of Lectures : 60 (Theory)**

**No. of Credits : 04**

**Course Objectives:**

1. To learn about the concept of Advertising.
2. To know regarding advertising strategies.
3. To provide knowledge of various approaches in advertising
4. To develop advertising strategies skills through the application and exercise.
5. To understand the role of advertising in modern era.
6. To orient students about different appeals and approaches in advertising.
7. To differentiate between appeals and approaches.

**Course Outcomes:**

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

- CO1. Accurately describe the concept about advertising strategies.
- CO2. Accurately develop awareness regarding advertising strategies.
- CO3. Demonstrates the basic knowledge of various approaches in advertising.
- CO 4. Apply methods to develop advertising strategies. Skill through application and exercise.
- CO5. Apply methods to get knowledge about the role of advertising in modern era.
- CO 6. Discuss the issues relating to different appeals and approaches in advertising.
- CO7. Acquaint students about appeals and approaches.

| Unit No. | Semester-V   | Periods   |
|----------|--|-----------|
| 1        | <b><u>Advertising</u></b><br><b>1) Fundamentals of Advertising</b><br>1.1 Conceptual framework, Nature and Functions of Advertising<br>1.2 Role of Advertising in Modern Business<br>1.3 Advertising- Benefits and Limitations<br>1.4 Ethics in Advertising  | <b>16</b> |
| 2        | <b>Advertising Media</b><br>2.1 Definitions – Characteristics of Different Media<br>2.2 Comparative Study of Advertising Media<br>2.3 Media Mix – Geographical selective-Media Scheduling<br>2.4 E-Advertising   | <b>14</b> |
| 3        | <b>Advertising Strategies and Objectives</b><br>3.1 Setting advertising objectives<br>3.2 Understanding target audience<br>3.3 Developing advertising strategies<br>3.4 Creating effective advertising campaigns   | <b>16</b> |
| 4        | <b>Appeals and Approaches in Advertisement</b><br>4.1 Introduction- Different Appeals and their Significance<br>4.2 Advertising Message<br>4.3 Relation between Advertising Appeal and Buying Motive<br>4.4 Positive and Negative Emotional Approaches<br>4.5 Role of Advertising Council of India | <b>14</b> |
|          | <b>Total Periods</b>   | <b>60</b> |

### References:

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 Marketing Channels: A Management View – Bert Rosebloom

**CBCS Syllabus for T.Y. B.Com. Semester V  
(2024 Pattern)**

|                              |   |
|------------------------------|---|
| <b>Name of the Programme</b> | <b>: B. Com.</b>                        |
| <b>Programme Code</b>        | <b>: UC</b>                             |
| <b>Class</b>                 | <b>: T.Y.B.Com.</b>                     |
| <b>Semester</b>              | <b>: V</b>                              |
| <b>Course Title</b>          | <b>: Basics of Marketing Strategies</b> |
| <b>Course Code</b>           | <b>: COM-302- MRM(B)</b>                |
| <b>No. of Lectures</b>       | <b>: 60</b>                             |
| <b>No. of Credits</b>        | <b>: 04 (Theory)</b>                    |

**Course Objectives:**

1. To understand about the brand management and sales forecasting.
2. To develop awareness regarding Distribution Channels and Physical Distribution
3. To provide knowledge of Target Marketing.
4. To develop marketing control skills through advertising budget.
5. To give knowledge about data collection for marketing research.
6. To orient the students about sales budget.
7. To acquaint students about marketing audit.

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

- CO1. Accurately describe the concept about brand management and sales forecasting.
- CO2. Accurately develop awareness regarding Distribution Channels and Physical Distribution
- CO3. Demonstrates the basic knowledge of target marketing.
- CO 4. Apply methods to develop marketing control skills through advertising budget.
- CO5. Apply methods to get knowledge about data collection for marketing research.
- CO 6. Discuss the issues relating to sales budgets.
- CO7. Acquaint students about marketing audit.

### Topics and Learning Points

**Medium of Instruction: English/Marathi**

| Unit No.             | Semester-V   | Periods   |
|----------------------|--|-----------|
| <b>1</b>             | <b>Distribution Channels and Physical Distribution</b><br>1.1 Channels of distribution- meaning, importance<br>1.2 Types of distribution channels, Functions of middleman<br>1.3 Factors affecting choice of distribution channel<br>1.4 Types of Retailers, Physical Distribution                           | <b>16</b> |
| <b>2</b>             | <b>Target Marketing</b><br>2.1 Meaning, nature and Importance<br>2.2 Market Targeting<br>2.3 Selection of Target Segment<br>2.4 Targeting Strategies   | <b>14</b> |
| <b>3</b>             | <b>Marketing Control &amp; Advertising Budget in Marketing</b><br>3.1 Meaning, Objectives of Marketing Control<br>3.2 Techniques of Marketing Control<br>3.3 Marketing Audit – meaning, characteristics, objectives, process of Marketing audit<br>3.4 Factors influencing budget, Common budgeting approach | <b>14</b> |
| <b>4</b>             | <b>Sales Forecasting and Brand Management</b><br>4.1 Meaning of Sales forecast, Sales Budgets and Sales Quota<br>4.2 Sales Forecasting Methods, Forecasting Techniques<br>4.3 Introduction of Branding, Brand Identity<br>4.4 Brand Extension, Identity Sources- symbols, logos, trademarks                  | <b>16</b> |
| <b>Total Periods</b> |  | <b>60</b> |

### References:

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
- Marketing Channels: A Management View – Bert Rosebloom

### Mapping of Program Outcomes with Course Outcomes

Class: T.Y.B.Com

Subject: Basics of Marketing Strategies

Course: Basics of Marketing

Course Code: COM-302-MRM(B)

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

| Course Outcomes | PO1 | PO 2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 | PO 11 | PO 12 | PO 13 |
|-----------------|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
| CO 1            | 1   |      | 1   |     |     | 1   |     |     | 3   |     |       |       |       |
| CO 2            | 2   |      |     | 1   |     |     | 2   |     |     | -   | -     |       | -     |
| CO 3            |     |      |     |     |     |     |     |     |     |     |       |       | 1     |
| CO 4            |     | 2    |     |     |     |     |     | 1   |     |     |       |       |       |
| CO 5            |     |      |     |     | 2   |     |     |     |     |     |       | 1     |       |
| CO 6            |     |      |     | 2   | 1   |     |     |     |     |     |       |       |       |
| 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 brand marketing 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.

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

CO 4. Students can apply methods to develop marketing control skills through advertising budget.

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

CO1. This will help to the students accurately describe the concept about brand management and sales forecasting.

##### PO4: Communication Skill

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

CO 6. Students can discuss the issues relating to sales budgets.

##### PO5: Analytical Reasoning Skills:

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

CO 6. The students can discuss the issues relating to sales budgets.

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

CO1. This will help the students to get in depth knowledge of marketing and salesmanship 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

CO7. This will help the students to understand about marketing audit

##### PO8: Value Inculcation through Community Engagement:

CO 4. Apply methods to develop marketing control skills through advertising budget.

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

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

**PO12: Research-Related skills:**

CO5. Apply methods to get knowledge about data collection for marketing research.

**PO13: Teamwork**

CO3. Students can demonstrate the basic knowledge of target marketing; they can decide the policy for target marketing and can work in a team.

**CBCS Syllabus for T.Y. B.Com. Semester V  
(2024 Pattern)**

|                       |                                   |
|-----------------------|-----------------------------------|
| Name of the Programme | : TYBCom                          |
| Programme Code        | : UC                              |
| Class                 | : T.Y.B.Com.                      |
| Semester              | : V                               |
| Course Type           | : Major Elective                  |
| Course Code           | : COM-305-MJE (A)                 |
| Course Title          | : Customer Relationship Marketing |
| No. of Credits        | : 04                              |
| No. of Teaching Hours | : 60                              |

**❖ Course Objectives:**

1. To introduce the fundamental concepts and evolution of Customer Relationship Marketing .
2. To develop an understanding of customer value and relationship-building processes.
3. To familiarize students with customer satisfaction, loyalty, and retention strategies.
4. To provide knowledge of CRM strategy formulation and planning.
5. To enable students to understand customer segmentation and database management.
6. To explain the role of technology in Electronic CRM and Social CRM.
7. To help students evaluate CRM practices adopted by organizations for competitive advantage.

**❖ Course Outcomes:**

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

- CO1. Understand the concepts, scope, and importance of Customer Relationship marketing.
- CO2. Analyze customer value creation and relationship-building approaches.
- CO3. Assess factors influencing customer satisfaction and loyalty.
- CO4. Apply CRM strategies in planning and decision-making processes.
- CO5. Interpret customer data for effective relationship management.
- CO6. Understand the applications of E-CRM and Social CRM in modern business.
- CO7. Evaluate the effectiveness of CRM practices in different business contexts.

**Topics and Learning Points:****UNIT1: Introduction of Customer Relationship Marketing (15 Lectures)**

- 1.1. Customer Relationship Marketing- Concept, Introduction, and components
- 1.2. Objectives of CRM and process of CRM
- 1.3. Benefits, Types, Elements, and Significance of CRM
- 1.4. Stakeholders in CRM, Features of good CRM

**UNIT2: Customer Value and Relationship Building (15 Lectures)**

- 2.1. Understanding Customer Expectations and Needs, Customer Satisfaction and Delight
- 2.2. Customer Loyalty and Retention Strategies, Customer Lifetime Value (CLV)
- 2.3. Customer Profitability Analysis, Customer Segmentation and Targeting
- 2.4. Relationship Development Stages and Trust, Commitment, and Relationship Quality

**UNIT3: CRM Strategy and Planning (15 Lectures)**

- 3.1. CRM Vision and Strategy Formulation, Aligning CRM with Organizational Goals,
- 3.2 CRM Strategy for Marketing, Sales, and Services. Customer Acquisition vs Customer Retention,
- 3.3 Key Performance Indicators (KPIs) in CRM, CRM Metrics and Measurement,
- 3.4 CRM Implementation Challenges, Success Factors for CRM Programs

**UNIT 4: Electronic CRM and Social CRM (15 Lectures)**

- 4.1. Concept and Scope of e-CRM, internet and Digital Technologies in CRM
- 4.2. Social Media and Customer Engagement, Social CRM Strategies
- 4.3. Managing Online Customer Communities, Personalization and Customization, Omni-channel Customer Experience
- 4.4. Emerging Trends in CRM, Sustainable and Responsible CRM Practices

**References:**

1. Rai, A. K. (2013). *Customer relationship management: Concepts and cases* (2nd ed.). PHI Learning. ISBN: 9788120346956.
2. Zikmund, W. G., McLeod, R., & Gilbert, F. W. (2012). *Customer relationship management: Integrating marketing strategy and information technology*. Wiley India Pvt. Ltd. ISBN: 9788126528059.
3. Lawrence, A. (2010). *Customer relationship management*. Himalaya Publishing House. ISBN: 9789350242735.
4. Madraswale, M. A., & Makandar, N. M. (2015). *Customer relationship management*. Mittal Publications. ISBN: 9788183245289.
5. Prior, D. D., Buttle, F., & Maklan, S. (2024). *Customer relationship management*. Taylor & Francis. ISBN: 9781032811628.

6. Kaushik, A. (2024). Customer relationship management: An AI-driven approach. Wiley. ISBN: 9789363869943.

### Mapping of Program Outcomes with Course Outcomes

**Class:** T.Y.B.Com Sem V

**Subject:** Customer Relationship Marketing

**Course:** Customer Relationship Marketing

**Course Code:** COM-305-MJE (A)

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

| Programme Outcomes (POs) |     |     |     |     |     |     |     |     |     |      |     |     |     |     |     |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| Course Outcomes          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO1 | PO1 | PO1 | PO1 | PO1 |
|                          |     |     |     |     |     |     |     |     |     |      | 1   | 2   | 3   | 4   | 5   |
| CO 1                     | 3   | 2   |     |     |     |     |     |     |     |      |     |     |     |     |     |
| CO 2                     |     |     |     |     |     |     |     |     |     |      |     |     |     |     |     |
| CO 3                     |     |     | 3   |     |     |     |     |     |     |      |     |     |     |     |     |
| CO 4                     |     |     |     | 3   |     |     |     |     | 2   | 2    |     | 3   |     |     |     |
| CO 5                     |     |     | 2   |     |     |     |     |     |     |      | 3   |     | 3   |     |     |
| CO 6                     |     |     |     |     | 2   |     | 3   | 3   |     |      |     |     |     | 2   |     |
| CO 7                     |     |     |     |     |     | 3   |     |     |     |      |     |     |     |     |     |

#### Justification for the Mapping

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

CO1: Students will describe the concepts related to customer relationship marketing in their day-to-day life or professional life.

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

CO1: Students will apply their knowledge of different techniques of customer relationship marketing such for data collection and analysis by them in an organization.

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

CO3: Students will apply provisions of customer relationship marketing effectively, analyse the concepts and participate in healthy arguments and portray skill in management.

##### **PO4: Communication Skills**

CO4: Students will implement the various provisions of customer relationship marketing related to business and business activities applicable according to the need of the business organization in the day-to-day practices.

##### **PO5: Analytical Reasoning Skills**

CO6: Students will apply various terminologies of provisions of customer relationship marketing in the practice of management of the business.

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

CO7: Students will direct, plan and formulate and analyse the provisions of customer relationship marketing

which is implemented in the business organization and provide the feedback accordingly. **TYBCOM**

**PO7: Multidisciplinary Competence**

CO6: Students will apply knowledge of provisions of customer relationship marketing to apply these with a sense of responsibility within the workplace and community at a large.

**PO8: Value Inculcation through Community Engagement**

CO6: Students will apply procedural customer relationship marketing and an ability to apply these with a sense of responsibility within the workplace.

**PO9: Traditional Knowledge into Modern Application**

CO4: Students will implement the various customer relationship marketing applicable according to the need of the business organization in the day-to-day practices.

**PO10: Design and Development of System**

CO5: Students will direct, plan and formulate and analyse the day-to-day strategies which is implemented in the company law of business organization and provide the feedback accordingly.

**PO11: Ethical and Social Responsibility**

CO5: Students will direct, plan and formulate and analyse the required strategies which is implemented in the business organization in production and operations.

**PO12: Research-Related skills**

CO4: Students will implement the various customer relationship marketing applicable according to the need of the business organization in the day to day practices.

**PO13: Teamwork**

CO5: Students will formulate and analyse the required principles of customer relationship marketing procedure which is implemented in the business organization.

**PO14: Area Specific Expertise**

CO6: Students will apply customer relationship marketing related knowledge of managerial ethics and research ethical standards and an ability to apply these with a sense of responsibility within the workplace and community at a large.

**PO15: Environmental Awareness**

CO6: The students should be able to manage and controls to reduce and eliminate environmental risk with the help of customer relationship marketing.

**CBCS Syllabus for T.Y. B.Com. Semester V  
(2024 Pattern)**

|                              |                            |
|------------------------------|----------------------------|
| <b>Name of the Programme</b> | <b>: B. Com.</b>           |
| <b>Programme Code</b>        | <b>: UC</b>                |
| <b>Class</b>                 | <b>: T.Y.B.Com.</b>        |
| <b>Semester</b>              | <b>: V</b>                 |
| <b>Course Title</b>          | <b>: Tourism Marketing</b> |
| <b>Course Code</b>           | <b>: COM-307-MN(B)</b>     |
| <b>No. of Lectures</b>       | <b>: 30 (Theory)</b>       |
| <b>No. of Credits</b>        | <b>: 02</b>                |

**Course Objectives:**

1. To learn about the concept of Tourism Marketing.
2. To know regarding a Tourism Marketing strategies.
3. To provide knowledge of various characteristics in Tourism Marketing
4. To develop Tourism Marketing strategies skills through the application and exercise.
5. To understand the role of a Tourism Marketing Organizations in modern era.
6. To orient students about promotion and publicity in Tourism Marketing
7. To study Tourism Marketing administration.

**Course Outcomes:**

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

- CO1. Accurately describe the concept about Tourism Marketing
- CO2. Accurately develop awareness regarding Tourism Marketing.
- CO3. Demonstrates the basic characteristics of Tourism Marketing
- CO 4. Apply methods to develop Tourism Marketing skill through application and exercise.
- CO5. Apply methods to get knowledge about the Tourism Marketing Organization in modern era.
- CO 6. Discuss the issues relating to promotion and publicity in Tourism Marketing.
- CO7. Acquaint students about Tourism Marketing administration.

### Topics and Learning Points

| Unit No. | Semester-V  | Periods   |
|----------|---|-----------|
| 1        | <b>Introduction to Tourism Marketing</b><br>1.1 Concept and scope of Tourism Marketing<br>1.2 Nature and Characteristics of Tourism Products<br>1.3 Role of Marketing in Tourism Development<br>1.4 Stakeholders in Tourism Marketing   | <b>10</b> |
| 2        | <b>Tourism Marketing Administration</b><br>2.1 Organizational Structure of Tourism Marketing<br>2.2 Role of National and International Tourism Organizations<br>2.3 Tourism Policy and Marketing Coordination   | <b>08</b> |
| 3        | <b>Promotion and Publicity</b><br>3.1 Role of media in promotion of Tourism<br>3.2 Public Relations in Tourism<br>3.3 Advertising, Personal selling and Sales Promotion<br>3.4 Direct Marketing<br>3.5 Designing and Printing of tour brochures<br>3.6 Digital marketing, e-brochures | <b>12</b> |
|          | <b>Total Periods</b>  | <b>30</b> |

### References:

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

### Mapping of Program Outcomes with Course Outcomes

Class: T.Y.B.Com

Subject: Tourism Marketing

Course: : : Tourism Marketing

Course Code: COM-307-MN(B)

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

| Course Outcomes | PO1 | PO 2 | PO3 | PO4 | PO5 | PO6 | PO 7 | PO 8 | PO9 | PO 0 | PO 11 | PO 12 | PO 13 |
|-----------------|-----|------|-----|-----|-----|-----|------|------|-----|------|-------|-------|-------|
| 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 Tourism Marketing and its application in today's world; they can solve the problems of Tourism Marketing.

CO2. The students acquaint the recent trends in the field of Tourism Marketing and can cope u with the changes in market.

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

CO 4.The students apply methods to develop Tourism Marketing skill through application and exercise.

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

CO1. Students can accurately describe the concept about Tourism Marketing.

##### PO4: Communication Skill

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

CO3. Students can demonstrates the basic knowledge of various approaches in Tourism Marketing CO 6. This will help the students to discuss the issues relating to different appeals and approaches in Tourism Marketing

##### PO5: Analytical Reasoning Skills:

CO7. This will help to acquaint students about Tourism Marketing.

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

CO 4. Students apply methods to develop Tourism Marketing skill through application and exercise.

##### PO7: Multidisciplinary Competence:

CO7. This will acquaint students about Tourism Marketing.

##### PO8: Value Inculcation through Community Engagement:

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

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

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

**PO12: Research-Related skills:**

CO2. This will help to develop awareness regarding Tourism Marketing.

**PO13: Teamwork**

CO7. The students can acquaint about Tourism Marketing.