

## FOUR YEAR UNDER GRADUATE PROGRAMME IN COMMERCE

Course Code	: MKTGEC1 (First Semester)
Title of the Course	: Basics of Marketing
Nature of Course	: Generic
End Semester	: 45 Marks
In Semester	: 30 Marks
Credit Course	: 03

### ***Course Objective:***

This course aims to build a basic understanding of marketing management. They can learn the basic idea on 4P's of Marketing.

### ***Course Outcome:***

After completion of the course, learners will be able to:

- i. To understand concept of different marketing and marketing mix elements.
- ii. Describe Product classification and Product development.
- iii. Determine factors affecting pricing and promotion.

UNIT	CONTENT	L	T	P
I	1.Introduction:  1.1Concept of Marketing  1.2Traditional vs Modern concept of Marketing  1.3 Importance of Marketing  1.4 Digital Marketing- Features and Types  1.5 Marketing Mix and Market Segmentation	10	2	

II	<p>2. Product:</p> <p>2.1 Product Classification</p> <p>2.2 Product Mix</p> <p>2.3 Product Development</p> <p>2.4 Product Life Cycle</p>	9	2	
III	<p>3. Pricing and Promotion:</p> <p>3.1 Features and Significance of Pricing</p> <p>3.2 Factors influencing Pricing</p> <p>3.3 Concept and definition of Promotion</p> <p>3.4 Components of Promotion Mix</p>	9	2	
IV	<p>4. Distribution Channel and Logistic Management</p> <p>4.1 Importance of Distribution Channel</p> <p>4.2 Types and Nature of Distribution Channel</p> <p>4.3 Logistic Management and its type</p>	9	3	
Total		37	9	

**MODES OF IN-SEMESTER ASSESMENT: (40 Marks)**

- a. Two Sessional Examination - 20 marks (10x2)
- b. Seminar Presentation on any of the relevant topics- 5 marks
- c. Assignment and Attendance 5 marks

**Suggested Readings:**

- i. Deb R.B, Marketing for Beginners, Ashok Publication, Guwahati-1

**Prepared by:**

1. Rajesh Jaiswal, Associate Professor &HoD, Dept of Commerce, Golaghat Commerce College.
2. Atul Kumar Das, Assistant Professor, Dept of Commerce, Golaghat Commerce College.
3. Angkita Borpatra Gohain , Assistant Professor , Dept of Commerce, Golaghat Commerce College.