



**DEPARTMENT OF MANAGEMENT**  
Golaghat Commerce College (Autonomous)  
Jyoti Nagar, Golaghat, Assam, Pin – 785621  
(NAAC: A)



**List of Subjects**

Class	Core (Major)	DSE (Major)	Minor	GE
1 <sup>st</sup>	Business Organization and Management		Fundamentals of Marketing	Marketing for Beginners
2 <sup>nd</sup>			Fundamentals of Advertising	Social Media Marketing
3 <sup>rd</sup>		Advanced Consumer Behaviour	Consumer Behaviour	Retail Marketing
4 <sup>th</sup>		Service Marketing	Product and Price Management	
5 <sup>th</sup>		1. Marketing Communication 2. Advanced Marketing Management	Rural and Agriculture Marketing	
6 <sup>th</sup>		International Marketing	Contemporary Marketing	

## Detailed Syllabus for Four Year Under Graduate Programme (FYUGP) In Commerce (Marketing Major)

### SEMESTER I

**Title of the Course: Business Organization and Management**

**Course Code: COMC1**

**Nature of the Course: Core**

**Course Credit: 04 credits**

**Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

#### Course Objective

To familiarize the students with the concept of business organization and concepts of general management and its implementation in organizations.

Unit	Content	L	T
I Fundamental concepts and Forms of Business Organization (12 Marks)	<ul style="list-style-type: none"> <li>• Concept: Business, Trade, Industry and Commerce.</li> <li>• Objectives of Business.</li> </ul> <p>Forms of Business Organization:</p> <ul style="list-style-type: none"> <li>• Sole proprietorship – Meaning, characteristics</li> <li>• Partnership – Meaning, characteristics, Types of partners, Partnership deed.</li> <li>• HUF- Meaning, characteristics</li> <li>• Joint Stock Company - Meaning, characteristics, difference between Public and private company</li> <li>• Cooperative Society - Meaning, characteristics</li> <li>• Limited Liability Partnership - Meaning, characteristics</li> </ul>	10	2
II Nature of Management (12 Marks)	<ul style="list-style-type: none"> <li>• Concept, nature, objective of Management</li> <li>• Levels of Management, Management as Profession</li> </ul>	10	1

	<ul style="list-style-type: none"> <li>• Management thoughts – Henry Fayol and F.W. Taylor</li> </ul>		
<p>III Planning and Organizing (12 Marks)</p>	<ul style="list-style-type: none"> <li>• Meaning, importance, process, limitation of Planning. Types of Planning – Strategic and Operational Planning</li> <li>• Decision Making – Process, Quantitative and Qualitative Decision-Making technique</li> <li>• Organizing – Meaning, Formal vs Informal Organization. Virtual Organization meaning</li> </ul>	11	2
<p>IV Directing and Controlling (12 Marks)</p>	<ul style="list-style-type: none"> <li>• Motivation - Meaning and Significance. Maslow's Need Theory, Herzberg's two factor Theory</li> <li>• Leadership - Meaning, types with example, Qualities of good leader</li> <li>• Communication – Meaning, process, Types, Barriers. Factor influencing communication effectiveness</li> </ul>	11	1
<p>V Indian Ethos and Contemporary Issues in Management (12 Marks)</p>	<ul style="list-style-type: none"> <li>• Management lessons from Bhagwat Gita</li> <li>• Ethical lessons from the Ramayan</li> <li>• Concept and benefits of Business Process Reengineering (BPR)</li> <li>• Concepts and elements of learning Organization</li> <li>• Meaning of Six-sigma</li> <li>• Concept of Diversity at work place, Work-life balance, Freelancing, Work from Home, Flexi-time</li> </ul>	10	2

Where, L =Lectures, T =Tutorials

### **Course Outcomes:**

Upon completion of this course,

- Students will understand the basic principles of business and the different forms of business organizations
- Students will gain a clear understanding of the nature of management and its importance in organizational success.
- Students will understand the significance of planning and organizing within an organization.
- Students will comprehend the importance of directing (leadership, motivation) and controlling (monitoring and evaluation) in management.
- Students will understand the role of Indian cultural values and ethical principles in shaping management practices.

### **Modes of In-Semester Assessment:**

(40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

### **Recommended Books:**

- O.P. Gupta, Business Organisation and Management (According to National Education Policy 2020), SBPD Publications
- P.C. Tulsian, Business Organisation and Management, Pearson India
- Anthony, Lakshmi, Padmavathi and Satyavathi, Business Organisation and Management, Himalaya Publishing House
- Sharma, Gupta and Sharma, Business Organisation and Management, Kalyani Publications

**SEMESTER I**  
**Title of the Course: Fundamentals of Marketing**  
**Course Code: MKTMIN1**  
**Nature of the Course: Minor**  
**Course Credit: 04 credits**  
**Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

**Course Objective:**

The objective in this course is to help students to understand the concept of marketing and its applications.

Unit	Content	L	T
I Introduction to Marketing (15 Marks)	<ul style="list-style-type: none"> <li>Nature, scope, Importance of marketing. Changing concepts Marketing. Marketing vs Selling. Marketing Mix. Modern Marketing – E-Marketing, Societal Marketing</li> <li>Marketing environment: Meaning and Components</li> </ul>	14	2
II Consumer Behavior and Market Segmentation (15 Marks)	<ul style="list-style-type: none"> <li>Consumer behaviour: Meaning, Process and significance of consumer behaviour, Factors affecting consumer behaviour.</li> <li>Market segmentation- meaning and importance. Bases for market segmentation</li> </ul>	12	2
III Product and Price (15 Marks)	<ul style="list-style-type: none"> <li>Product: Concept of product; Product planning and development. Product Life Cycle. Packaging - Meaning and functions. Brand name and trade mark concept.</li> <li>Price: Meaning, Significance of Price, Factors affecting Price, Pricing Objectives</li> </ul>	12	2
IV Promotion and Distribution (15 Marks)	<ul style="list-style-type: none"> <li>Promotion: Meaning, importance of Promotion. Methods of promotion. Factors affecting promotion mix.</li> <li>Distributions Channels: Meaning and Importance. Factors affecting choice of a distribution channel. Concept of Physical distribution. Transportation</li> </ul>	14	2

	and Warehousing function. Inventory Management		
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Where, *L* =Lectures, *T* =Tutorials

**Course Outcomes:**

By the end of this course,

- Students will understand the fundamental concepts of marketing and its importance in the business world.
- Students will understand concept of consumer behavior and market segmentation.
- Students will understand the importance of product development, branding, and positioning in creating a competitive advantage and learn how to set effective pricing strategies.
- Students will learn the different promotional strategies and significance of distribution channels and logistics.

**Modes of In-Semester Assessment:**

(40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

**Suggested Readings:**

- Philip Kotler: Marketing Management, Prentice Hall, New Delhi.
- Sontakki C.N: Marketing Management, Kalyani Publishers, New Delhi.
- Evans: Marketing Management, Cengage Learning India Pvt. Ltd., Delhi

**SEMESTER I**  
**Title of the Course: Basics of Marketing**  
**Course Code: MKTGEC1**  
**Nature of the Course: GE**  
**Course Credit: 03 credits**  
**Distribution of Marks: 45 (End Sem) + 30 (In-Sem)**

**Course Objective**

This course aims to build a basic understanding of marketing management.

They can learn the basic idea on 4P's of Marketing.

Unit	Content	L	T
I Introduction <i>(13 marks)</i>	<ul style="list-style-type: none"> <li>• Concept of Marketing</li> <li>• Traditional vs Modern concept of Marketing</li> <li>• Importance of Marketing</li> <li>• Digital Marketing- Features and Types</li> <li>• Marketing Mix and Market Segmentation</li> </ul>	10	2
II Product <i>(12 marks)</i>	<ul style="list-style-type: none"> <li>• Product Classification</li> <li>• Product Mix</li> <li>• Product Development</li> <li>• Product Life Cycle</li> </ul>	9	2
III Pricing and Promotion <i>(10 marks)</i>	<ul style="list-style-type: none"> <li>• Features and Significance of Pricing</li> <li>• Factors influencing Pricing</li> <li>• Concept and definition of Promotion</li> <li>• Components of Promotion Mix</li> </ul>	9	2
IV Distribution Channel and Logistic Management <i>(10 marks)</i>	<ul style="list-style-type: none"> <li>• Importance of Distribution Channel</li> <li>• Types and Nature of Distribution Channel</li> <li>• Logistic Management and its type</li> </ul>	9	3
Total		37	9

Where, L =Lectures, T =Tutorials

**Course Outcome:**

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

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

**MODES OF IN-SEMESTER ASSESMENT:**

**(30 Marks)**

- |  |          |
|--|----------|
| a. Two Sessional Examination                           | 20 marks |
| b. Seminar Presentation on any of the relevant topics. | 5 marks  |
| c. Assignment  | 5 marks  |

**Suggested Readings:**

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

## SEMESTER II

**Title of the Course: Fundamentals of Advertising**

**Course Code: MKTMIN2**

**Nature of the Course: Minor**

**Course Credit: 04 credits**

**Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

### Course Objective:

To familiarize the students with the meaning of Advertising and its planning as well as Decision Making for the selection of the target market, segmentation, media as well as the creative contents.

Unit	Content	L	T
I Introduction to Advertising Management (15 Marks)	<ul style="list-style-type: none"><li>Nature, Importance, Types of advertising. Advertising objectives: communication and sales objectives. DAGMAR approach. Legal Restrictions on Advertising in India</li></ul>	14	2
II Advertising Media and Advertising Message (15 Marks)	<ul style="list-style-type: none"><li>Types of Advertising Media- Strengths and limitations. Factors influencing selection of advertising media; Media Scheduling</li><li>Advertising Message- Advertising appeals; Print and broadcast advertising copy</li></ul>	12	2
III Advertising Agency (15 Marks)	<ul style="list-style-type: none"><li>Concept; Types of Advertising Agency; Functions of Advertising Agency; Compensation</li></ul>	12	2
IV Advertising and Integrated Marketing Communications	<ul style="list-style-type: none"><li>Elements of Integrated Marketing Communication: Direct Marketing, Sales Promotion, Public Relations, publicity, Personal Selling</li></ul>	14	2

(15 Marks)			
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Where, *L* =Lectures, *T* =Tutorials

**Course Outcomes:**

By the end of this course,

- Students will understand the role and significance of advertising in the overall marketing strategy.
- Students will gain knowledge of the different types of advertising media and concepts of advertising agency.
- Students will understand the concept of Integrated Marketing Communications (IMC) and how advertising fits into the broader marketing strategy.

**Modes of In-Semester Assessment:**

(40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

**Suggested Readings:**

- Baines P., Fill C., Page K., adapted by Piyush K. Sinha, Marketing, Asian Edition, Oxford University Press.
- Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson Education Ltd.
- Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford University Press, India.
- Rajeev Batra, John G Myers and David A Aaker, Advertising Management, Eastern Economy Edition, Prentice Hall India.

- Frank Jefkins – Revised by Daniel Yadin, Advertising, Pearson Education Ltd.
- Geeta Naidu, Pooja Dhaktod, Advertising Management, Sai Jyoti Publication. Note: Latest edition of text books may be used.

## **SEMESTER II**

**Title of the Course: Social Media Marketing**

**Course Code: MKTGEC2**

**Nature of the Course: GE**

**Course Credit: 03 credits**

**Distribution of Marks: 45 (End Sem) + 30 (In-Sem)**

### **Course Objective:**

Provides knowledge regarding social media advertising including strategy development using various social media management tools and platforms.

<b>Unit</b>	<b>Content</b>	<b>L</b>	<b>T</b>
Unit I: Introduction to Social Media Marketing (13 Marks)	<ul style="list-style-type: none"> <li>• Social Media Marketing- Concept and Importance. Role, Evolution of Social Media Marketing</li> </ul>	9	02
Unit II: Social Media Platforms (12 Marks)	<ul style="list-style-type: none"> <li>• Online communities and Forums; Blogs and Microblogs, Social Networks, other contemporary social media platforms: Social Media Influencers</li> </ul>	9	02
Unit III: Social media marketing Plan (10 Marks)	<ul style="list-style-type: none"> <li>• SMM Plan- Setting Goals, Determining Strategies, Identifying Target audience, Selecting Tools, Selecting Platforms, Implementation</li> </ul>	9	02
Unit IV: Social Media Dynamics (10 Marks)	<ul style="list-style-type: none"> <li>• Social Media Marketing: Trends and Ethics, Social Media monitoring, Restriction, Future of social media marketing, Viral Marketing</li> </ul>	10	02

	TOTAL	37	08
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Where, *L =Lectures, T =Tutorials*

### **Course Outcomes:**

By the end of this course,

- Students will understand the fundamental concepts of social media and its evolution as a powerful tool for communication and marketing.
- Students will gain knowledge of various social media platforms and understand the importance of creating a comprehensive social media marketing plan.
- Students will explore social media trends and future of social media marketing.

### **Modes of In-Semester Assessment:**

(30 Marks)

- Two Sessional Examination 20 marks
- Other (any one) 10 marks
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

### **Suggested Readings:**

- Tuten, T. L., & Solomon, M. R. (2017). Social media marketing. Sage.
- Gupta, S. (2020). Digital Marketing. India: McGraw Hill Education (India) Private Limited
- Ahuja V (2015). Digital Marketing. Oxford University Press.

**SEMESTER III**  
**Title of the Course: Consumer Behaviour**  
**Course Code: MKTMIN3**  
**Nature of the Course: Minor**  
**Course Credit: 04 credits**  
**Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

**Course Outcomes:**

To provide students with a deep understanding of the psychological, social, and cultural factors that influence consumer decision-making.

<b>Unit</b>	<b>Content</b>	<b>L</b>	<b>T</b>
I Introduction to Consumer Behavior (15 Marks)	<ul style="list-style-type: none"> <li>• Consumer Behaviour: Concept, Determinants, Importance, Scope</li> <li>• Consumer Involvement and Decision-Making Process</li> <li>• Changing profile of Indian Consumer</li> </ul>	12	02
II Information Search, Consumer Research (15 Marks)	<ul style="list-style-type: none"> <li>• Information Search: Concept, Nature</li> <li>• Consumer Research: Meaning, Type, Process</li> </ul>	12	02
III Internal Influences of Consumer Behaviour (15 Marks)	<ul style="list-style-type: none"> <li>• Needs &amp; Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs &amp; Attitudes.</li> </ul>	14	02
IV External Influences of Consumer Behaviour (15 Marks)	<ul style="list-style-type: none"> <li>• Culture, Sub Culture, Social Class, Reference Groups, Family</li> </ul>	14	02
	<b>TOTAL</b>	<b>52</b>	<b>08</b>

*Where, L =Lectures, T =Tutorials, P =Practical*

### **Course Outcomes:**

By the end of this course,

- Students will gain a foundational understanding of consumer behavior, focusing on the factors that influence purchasing decisions and how businesses can cater to consumer needs and wants.
- Students will understand the concept of information search in consumer decision-making and learn the techniques and methodologies involved in consumer research.
- Students will understand the internal factors and external factors that influence consumer behavior.

### **Modes of In-Semester Assessment:**

(40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

### **Suggested Readings:**

- Hawkins: Consumer Behaviour: Building Marketing Strategy. Tata McGRaw. New Delhi.
- Loudon: Consumer Behaviour: Corporate Application. Tata Mc Graw . New Delhi
- Peler: Consumer Behaviour and Marketing Strategy. Tata McGRaw New Delhi.
- Kumar: Consumer Behaviour and Branding: Concepts, Reading and Cases, Pearson, New Delhi

### SEMESTER III

**Title of the Course: Advanced Consumer Behaviour (Discipline Specific)**

**Course Code: COMC-4**

**Nature of the Course: Core**

**Course Credit: 04 credits**

**Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

#### Course Objective:

The objective in this course is to help students to understand the concept of consumer behaviour and its applications.

Unit	Content	L	T
I Consumer Behavior: Its Origin and models (15 Marks)	<ul style="list-style-type: none"><li>• Consumer Behaviour: Concept, Determinants, Importance of Consumer behaviour</li><li>• Consumer behaviour Models: Howard and Sheth Model, The Nicosia Model.</li><li>• Consumer Involvement and Decision-Making Process</li></ul>	12	02
II Information Search, Consumer Research and Motivation (15 Marks)	Information Search: Concept, Nature Consumer Research: Meaning, Type, Process Motivation: Meaning, features, Objective	12	02
III Internal Factors of Consumer Behaviour (15 Marks)	<ul style="list-style-type: none"><li>• Personality: Meaning, nature, determinants, Theories:</li><li>• Self-Concept: Concept, Self-concept and consumer behaviour,</li><li>• Life style: Concept, Determinants, Value and life style – VALS</li><li>• Perception: Meaning, Nature, Sensation and Perception, Factors affecting</li></ul>	14	02

	perception, perceived risk, attitude and value		
IV External Factors of Consumer Behaviour (15 Marks)	<ul style="list-style-type: none"> <li>• Culture: Meaning, features, elements, culture and consumer behavior, sub culture: Meaning and nature</li> <li>• Social Class: Meaning, nature, components, social class and consumer behavior,</li> <li>• Group: Meaning, features, group formation, Reference Group, Family</li> <li>• Opinion Leadership: Meaning and Importance, Opinion Leaders and their influence</li> </ul>	14	02
	TOTAL	52	08

Where, *L =Lectures, T =Tutorials*

**Course Outcomes:**

By the end of this course,

- Students will understand the fundamental concepts of consumer behavior, focusing on how consumers make decisions and what factors influence their purchasing choices.
- Students will comprehend the process of information search in the consumer decision-making process, and learn about the various research methods and techniques used to study consumer behavior.
- Students will explore the personal and psychological factors that influence consumer behavior, including motivation, perception, learning, personality, and attitudes.
- Students will gain insight into the socio-cultural influences on consumer behavior, such as family, social class, culture, and reference groups.

**Modes of In-Semester Assessment:** (40 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 20 marks
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

**Suggested Readings:**

- Engel, J.F., Roser D. Blackwell and Paul W. Miniard, Consumer Behaviour, Cengage Learning, 2007
- Peter, P.J. and Olson, J.C., Consumer Behavior and Marketing Strategy, Seventh Edition, 2005, McGraw-Hill Higher Education

**SEMESTER III**

**Title of the Course: Retail Marketing**

**Course Code: MKTGEC3**

**Nature of the Course: GE**

**Course Credit: 03 credits**

**Distribution of Marks: 45 (End Sem) + 30 (In-Sem)**

**Course Objectives:**

To familiarize students with essential marketing strategies and tools to manage and promote retail businesses effectively

<b>Unit</b>	<b>Content</b>	<b>L</b>	<b>T</b>
I Introduction to Retailing (13 Marks)	<ul style="list-style-type: none"><li>• Retailing: Concept, Scope and functions of retailing</li><li>• Evolution of retailing, Retail as a career option</li><li>• Trends in Retailing, Challenges in Retailing</li></ul>	9	02
II Store Location and Types of retailing	<ul style="list-style-type: none"><li>• Store Location: Types of retail locations, determinants of choosing a retail store location</li></ul>	9	02

(12 Marks)	<ul style="list-style-type: none"> <li>Types of retailing: Organised and unorganised retail stores</li> </ul>		
III Retail Price and Promotion (10 Marks)	<ul style="list-style-type: none"> <li>Retail Price: Pricing strategies in retail, factors influencing setting of retail prices</li> <li>Retail Promotion: Advertising, Public Relations, Personal Selling, Sales Promotion</li> </ul>	9	02
IV Retail Dynamics (10 Marks)	<ul style="list-style-type: none"> <li>Non-store based retailing: Direct Marketing, Direct Selling, Vending Machines, Electronic Retailing</li> <li>Legal issues in retailing; Pharma retailing, jewellery retailing, e-retailing</li> </ul>	10	02
	<b>TOTAL</b>	<b>37</b>	<b>08</b>

Where, *L* =Lectures, *T* =Tutorials, *P* =Practical

### Course Outcomes:

By the end of this course,

- students will have a comprehensive understanding of retailing concepts, strategies, and operations
- Students will be able to apply their knowledge to make informed decisions about store location, pricing, promotions, and the legal aspects of retailing in a dynamic marketplace.

### Modes of In-Semester Assessment:

(30 Marks)

- Two Sessional Examination 20 marks
- Other (any two) 10 marks
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

### Suggested Readings:

- Retail Marketing by A. Sivakumar, Excel Books, New Delhi Retail Management: A Strategic Approach by Barry Berman et al., Pearson Education Pvt. Ltd., Delhi
- Retail Management by Arif I. Sheikh and Dr. Kaneez Fatima, Himalaya Publishing House Pvt. Ltd., Mumbai
- Retail Marketing by Sudarshan Seshanna and Raghu Prasad, McGraw Hill Education (India) Pvt. Ltd., New Delhi

#### **SEMESTER IV**

**Title of the Course: Service Marketing**

**Course Code: COMC-8**

**Nature of the Course: Major (DSC)**

**Course Credit: 04 Credits**

**Distribution of Marks: 60 (End Sem) +40 (In-Sem)**

**Course Objectives:** The objective of this course is to make the students to identify the importance of service marketing in the economy, to familiarize with the special characteristics of services relevant for marketing, to analyze the customer satisfaction and complaint management in services, to understand the way consumers perceived service quality

<b>Unit</b>	<b>Content</b>	<b>L</b>	<b>T</b>
<b>Unit-1</b> <b>Fundamentals of Service Marketing</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Nature &amp; Characteristics of Services.</li> <li>• Extended marketing mix (3Ps); Classification of services.</li> <li>• Four I's of services- Intangibility, Inconsistency, Inseparability and Inventory.</li> <li>• The Service Sector in the Indian Economy. Growth of service sector in Indian Economy- contribution to GDP, Shares of Sub-sectors, Contribution to Employment. Reasons for the Growth of Services in India.</li> </ul>	<b>13</b>	<b>2</b>
<b>Unit -2</b> <b>Service Product &amp; Branding</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Service Product; Product Level Framework; Flower of Services;</li> <li>• Branding Services; Brand Equity in Services.</li> <li>• New Service Development Service Life Cycle, TQM in Service.</li> </ul>	<b>13</b>	<b>2</b>

<p><b>Unit-3</b> <b>Price,</b> <b>Distribution</b> <b>&amp; Promotion</b> <b>of Services</b> <i>(15 Marks)</i></p>	<ul style="list-style-type: none"> <li>• Service Pricing: Role of pricing in service, Pricing methods for service, Factors influencing service pricing;</li> <li>• Distribution: Service Locations and Service Providers, Distribution flow of Services, Channels for Service Distribution</li> <li>• Services Promotions, Communication Strategy &amp; Implementation, Advertising Services</li> </ul>	13	2
<p><b>Unit-4</b> <b>Service</b> <b>Quality</b> <b>Management</b> <i>(15 Marks)</i></p>	<ul style="list-style-type: none"> <li>• Service Quality, Expected Quality and Experience Quality, Determinants of Service Quality. The Process for Service Quality Management, Service Quality Audit, The GAP model of Service Quality</li> <li>• SERVQUAL, Total Quality Service Marketing, Five Myths and Truths of Service Quality, Service Excellence, Research on Service Quality.</li> </ul>	13	2
		<b>52</b>	<b>8</b>

\*\*L=Lectures, T=Tutorials

**Course Outcome:**

**CO1:** Identify and comprehend the nature and characteristics of services and the extended marketing mix (3Ps). Explain the Four I's of services – Intangibility, Inconsistency, Inseparability, and Inventory.

**CO2:** Classify different types of services and analyze their significance in the Indian economy. Develop and manage service products and brands.

**CO3:** Evaluate the role of Total Quality Management (TQM) in enhancing service quality and customer satisfaction. Develop a branding strategy for a service, incorporating brand equity and the service life cycle. Apply pricing strategies for services: Explain the factors influencing service pricing.

**CO4:** Analyze the effectiveness of different pricing methods in various service contexts. Understand the way consumers perceive service quality. Identify the determinants of service quality. Understand the service quality audit

**Modes of In-Semester Assessment:**

**40 marks**

- Two Sessional Examination

2 x 10 = 20

- Other (any two) 2 x 10 = 20
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

**Suggested Readings:**

- K.Rama Mohana Rao, Service Marketing: Pearson, New Delhi
- Ravi Shanker, Services Marketing: The Indian Perspective, Excel Books, Newdelh
- Rajendra Nargundkar, Services Marketing: Text & Cases, Tata Mcgraw-Hill Publishing Company, New Delhi
- Christopher H. Lovelock, Services Marketing: People, Technology, Strategy, Pearson Education Asia.
- R. Srinivasan, Services Marketing, Prentice Hall Of India Private Limited, New Delhi.
- Zeithaml, Parasuraman & Berry, Delivering Quality Service, The Free Press, Macmillan. 2008

**SEMESTER IV**

**Title of the Course: Product and Price Management**

**Course Code: MKTMIN4**

**Nature of the Course: Minor**

**Course Credit: 04 credits**

**Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

**Course Objective:** The objective of this course is to make students understand the concepts and application of Product planning, product identification, new product development, pricing management.

Unit	Content	L	T
<b>Unit 1</b> <b>Product Planning</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Product: Concept and Levels of product</li> <li>• Product Planning: Concept and Significance</li> <li>• Product Mix: Concept and Factors affecting it</li> </ul>	12	2
<b>Unit 2</b> <b>Product Identification</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Branding: Concept, Importance, Branding Decisions, Kinds of Brand Name, Characteristics of good Brand Name</li> <li>• Packaging: Concept, Importance, functions, Essentials of good Packaging, Recent trends in Packaging</li> </ul>	14	2

	<ul style="list-style-type: none"> <li>• Labelling: Concept, functions, Kinds of labelling</li> </ul>		
<b>Unit 3</b> <b>New Product Development</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Product Development: Concept, Importance, Stages,</li> <li>• Product-Life-Cycle</li> <li>• Product Management: Reasons for failure of a new product, Product differentiation</li> </ul>	12	2
<b>Unit 4</b> <b>Pricing Management</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Price: Concept, Significance as an element of Marketing Mix, Factors affecting price of a product.</li> <li>• Pricing Decisions: Pricing objectives, Pricing Methods, Pricing of New Product, Price discrimination, Problems in pricing, Pricing in the Indian context.</li> </ul>	14	2
		52	8

Where, *L =Lectures, T =Tutorials*

### Course Outcomes:

By the end of this course,

**CO1:** Students will have knowledge about product, product mix and product planning.

**CO2:** Students will have knowledge about product identification concepts such as branding, packaging, labelling.

**CO3:** Students will have knowledge about the stages of new product development, product life cycle and related strategies.

**CO4:** Students will have knowledge about significance of price as an element of marketing mix, pricing strategies, price discrimination etc.

### Modes of In-Semester Assessment:

**40 marks**

- |                             |             |
|-----------------------------|-------------|
| • Two Sessional Examination | 2 x 10 = 20 |
| • Other (any two)           | 2 x 10 = 20 |
| • Group Discussion          |             |
| • Assignment                |             |

- Seminar Presentation on any of the relevant topics

**Suggested Readings:**

- Philip Kotler: Marketing Management, Prentice Hall, New Delhi.
- Sontakki C.N: Marketing Management, Kalyani Publishers, New Delhi.
- Evans: Marketing Management, Cengage Learning India Pvt. Ltd., Delhi

**SEMESTER V**

**Title of the Course: Advanced Marketing Management**

**Course Code: COMC-9**

**Nature of the Course: Major (Core)**

**Course Credit: 4 credits**

**Distribution of Marks: 60 (End Sem) +40 (In Sem)**

**Course Objectives:** The objective of the course is to help the students understand The concepts of marketing, consumer behavior, the process of market segmentation, the concept of marketing mix, the significance of marketing research.

<b>Unit</b>	<b>CONTENT</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>Unit-1</b> (15 Marks)	<ul style="list-style-type: none"> <li>• Meaning, Definition and Classification of Market.</li> <li>• Marketing: Concepts, Features, Objectives, Importance. Marketing Functions, Marketing Environment.</li> <li>• Market Segmentation: Bases</li> <li>• Marketing Mix: The 7 Ps of Marketing</li> </ul>	12	2	2
<b>Unit -2</b> (15 Marks)	<ul style="list-style-type: none"> <li>• Consumer Behavior: Need and Importance, Buying Motives, Consumer Decision Making Process, Types of Consumer behavior, Factors affecting consumer behavior.</li> <li>• Product: Features, Classification, Product Planning and Development, Product Mix, Product Life Cycle.</li> </ul>	12	2	2
<b>Unit-3</b> (15 Marks)	<ul style="list-style-type: none"> <li>• Place: Channels of Distribution: Types, Functions, Choice of Distribution Channels, Physical Distribution.</li> <li>• Price: Importance of Price. Pricing: Objectives, Determinants and Pricing Methods.</li> </ul>	12	2	2

<b>Unit-4</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Promotion: Importance and Objectives, Promotion Mix.</li> <li>• Brand: Brand vs Branding, Types of Brands, Need for Branding, Process of Branding.</li> <li>• Packaging: Features and Types</li> <li>• Marketing Research: Objectives, Importance and Methods.</li> </ul>	12	2	2
		48	8	8

\*\*L=Lectures, T=Tutorials, P=Practical

**Course Outcome:** After learning this course the students will have the clear knowledge of the following:

**CO1:** Clear the concept of market and marketing. Grasp the Components of the Marketing Mix. Develop a detailed marketing strategy for different product or service.

**CO2:** Analyze Consumer Behavior and Product Strategies. Explain product characteristics, classifications, planning and development, product mix, and product life cycle.

**CO3:** Clear the concept of Channel of distribution and physical distribution.

**CO4:** Explore Promotion Strategies. Have a firm Grasp the concepts and importance of branding and packaging. Develop and Apply Marketing Research.

**Modes of In-Semester Assessment: 40 marks**

- |  |             |
|--|-------------|
| • Two Sessional Examination                          | 2 x 10 = 20 |
| • Other (any two)                                    | 2 x 10 = 20 |
| • Group Discussion                                   |             |
| • Assignment   |             |
| • Seminar Presentation on any of the relevant topics |             |

**Suggested Readings:**

- Principles of Marketing: A Global Perspective by Philip Kotler et al, Pearson Publication Text Books.
- Marketing Management by RSN Pillai and V Bhagavathi, S. Chand, 1st Edition, 2010.
- Marketing Management: Concepts, Cases, Challenges and Trends by Govindarajan Madabusi, PHI Publication.
- Marketing Management by Amit Kumar and Jagdish Rao, Sahitya Bhawan Publications, 3rd Revised Edition, 2017

## SEMESTER V

**Title of the Course: Marketing Communication Course Code: C11**

**Nature of the Course: Major (DSC)**

**Course Credit: 04 credits**

**Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

**Course Objective:** The objective this course is make students understand the concepts and application of marketing communication mix, advertising management and sales management.

<b>Unit</b>	<b>Content</b>	<b>L</b>	<b>T</b>
<b>Unit 1 : Marketing Communication Mix (15 Marks)</b>	<ul style="list-style-type: none"><li>• Importance of communication, Barriers to Marketing Communication, Legal and Ethical Aspects of marketing communication.</li><li>• Marketing Communication Mix: Meaning, Objectives, Elements, factors affecting it.</li></ul>	12	3
<b>Unit 2: Advertising Process (15 Marks)</b>	<ul style="list-style-type: none"><li>• Advertising : Definition, Importance, Objectives, Types of Advertising</li><li>• Advertising Planning: Market Segment and Advertising Media</li><li>• Creative aspects: Advertisement appeals, copywriting, headlines, illustration, message, copy types, Selection of font, text and language.</li></ul>	12	3
<b>Unit 3 : Advertising Management (15 Marks)</b>	<ul style="list-style-type: none"><li>• Advertising Agency: Concept, Types, Roles, Relationships with Clients</li><li>• Advertising Management: Advertising Budget, Types of media and their Evaluation, selection of Advertising Media</li></ul>	12	3
<b>Unit 4 : Sales Promotion (15 Marks)</b>	<ul style="list-style-type: none"><li>• Sales Promotion: Meaning, Nature and Function, Types, Sales Promotion Techniques, Limitation of Sales Promotion</li></ul>	12	3

Where, *L* =Lectures, *T* =Tutorials

### **Course Outcomes:**

By the end of this course,

**CO1:** Students will understand about marketing communication concepts, their barriers and marketing communication mix.

**CO2:** Students will understand about advertising as a part of marketing communication mix, advertising planning and about creative aspects of advertising.

**CO3:** Students will understand about advertising management, different types of advertising agency and their relationships with clients.

**CO4:** Students will understand about sales promotion types and techniques and limitation of sales promotion.

### **Modes of In-Semester Assessment:**

**40 marks**

- |  |             |
|--|-------------|
| • Two Sessional Examination                          | 2 x 10 = 20 |
| • Other (any two)                                    | 2 x 10 = 20 |
| • Group Discussion                                   |             |
| • Assignment   |             |
| • Seminar Presentation on any of the relevant topics |             |

### **Suggested Readings:**

- Baines P., Fill C., Page K., adapted by Piyush K. Sinha, Marketing, Asian Edition, Oxford University Press.
- Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson Education Ltd.
- Jaishri Jethwaney, Shruti Jain, Advertising Management, Oxford University Press, India.
- Rajeev Batra, John G Myers and David A Aaker, Advertising Management, Eastern Economy Edition, Prentice Hall India.
- Frank Jefkins – Revised by Daniel Yadin, Advertising, Pearson Education Ltd.
- Geeta Naidu, Pooja Dhaktod, Advertising Management, Sai Jyoti Publication.
- Product Management, Donald R. Lehmann and Russell S. Winer, Fourth Edition, TMH

- Innovation Management and New Product Development, Paul Trott, Fourth Edition

### SEMESTER V

**Title of the Course: Rural and Agriculture Marketing**

**Course Code: MKTMIN5**

**Nature of the Course: Minor**

**Course Credit: 04 credits**

**Distribution of Marks: 60 (End Sem) + 40 (In-Sem)**

**Course Objective:** The objective this course is make students understand the concepts and significance of rural and agriculture marketing in Indian economy.

Unit	Content	L	T
<b>Unit 1</b> <b>Rural Marketing</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Rural Marketing: Concept, Importance, Rural vs. Urban marketing, Rural Economy, Challenges of rural marketing</li> <li>• Rural Consumers: Characteristics, Behaviour, Buying Patterns and Influences</li> </ul>	12	3
<b>Unit 2</b> <b>Rural Marketing Mix</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Product Strategy and Product Mix Decisions Rural market</li> <li>• Pricing Strategies for Rural market</li> <li>• Right Promotion Mix for Rural market</li> <li>• Distribution and Logistics Management in rural market and challenges</li> </ul>	12	3
<b>Unit 3</b> <b>Agricultural Marketing</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Agricultural Marketing: Concept, Importance, Challenges</li> <li>• Role of Government in Agriculture Marketing: One district-one Product initiatives.</li> <li>• Food and Agribusiness Entrepreneurship</li> <li>• Sustainable Agriculture and Marketing Practices</li> </ul>	12	3
<b>Unit 4</b> <b>Institutions for Agri and</b>	<ul style="list-style-type: none"> <li>• Micro-finance for Agricultural and rural Marketing in India- Importance and Problems</li> </ul>	12	3

<b>rural development in India</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• The role of Government and NGOs</li> <li>• NABARD: Role, Policy and schemes</li> </ul>		
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Where, *L =Lectures, T =Tutorials*

**Course Outcomes:**

By the end of this course,

**CO1:** Students will have knowledge about importance of rural marketing, challenges of rural marketing and about rural consumers.

**CO2:** Students will have knowledge about marketing mix strategies for rural market.

**CO3:** Students will have knowledge about importance of agriculture marketing, role of government in the sector and other initiative such as one district-one product.

**CO4:** Students will have knowledge about institutional role in rural and agriculture marketing

**Modes of In-Semester Assessment:**

**40 marks**

- |  |             |
|--|-------------|
| • Two Sessional Examination                          | 2 x 10 = 20 |
| • Other (any two)                                    | 2 x 10 = 20 |
| • Group Discussion                                   |             |
| • Assignment   |             |
| • Seminar Presentation on any of the relevant topics |             |

**Suggested Readings:**

**Reference Books:**

- Agricultural Marketing in India, 6<sup>th</sup> Edition, S.S Acharya and N.L Agarwal, Oxford University Press, India, 2017
- NABARD Publications

**Text Books:**

- Rural Marketing: Concepts and Practices, B. Dogra and K. Ghuman, Tata Mc Graw Hill, 2010

- Rural Marketing: Text and Cases, C.S.G Krishnama and Lalitha Ramakrishnan, Pearson Education, 2011
- New Perspectives in Rural and agricultural Marketing, Y. Ramkishen, Jaico Publishing House, 2005

### **SEMESTER VI**

**Title of the Course: International Marketing**

**Course Code: COMC-15**

**Nature of the Course: Major (DSC)**

**Course Credit: 04 credits**

**Distribution of Marks: 60 (End Sem) + 40 (In Sem)**

**Course Objectives:** The course aims to Provide students with a clear understanding of the scope, and importance of international marketing, develop knowledge of market entry strategies, segmentation, and expansion in global markets, equip students with practical skills in designing international marketing mix strategies.

<b>Unit</b>	<b>Contents</b>	<b>L</b>	<b>T</b>
<b>Unit 1</b> <b>Basics of International Marketing</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Definition, nature, and scope of International Marketing</li> <li>• Domestic and International marketing</li> <li>• Opportunities and Challenges in International Marketing</li> </ul>	14	2
<b>Unit 2</b> <b>International Market Entry and Expansion</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• International market segmentation (Demographic, Geographic, Psychographic, Behavioural)</li> <li>• Entry strategies: exporting, licensing, franchising, joint ventures, wholly owned subsidiaries</li> <li>• Free trade zones and trade agreements</li> </ul>	12	2
<b>Unit 3</b> <b>International Marketing Mix</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"> <li>• Product planning, design, branding, packaging, and labelling for global markets</li> <li>• Pricing strategies including transfer pricing, dumping, and currency considerations</li> <li>• Distribution channels and logistics for international markets</li> <li>• Promotion and communication mix customization for different cultures</li> </ul>	14	2
<b>Unit 4</b> <b>Organization, Planning, and</b>	<ul style="list-style-type: none"> <li>• Role of institutions like WTO, IMF, World Bank in international marketing</li> </ul>	12	2

<b>Trade Procedures</b> (15 Marks)	<ul style="list-style-type: none"> <li>• Future challenges and opportunities in international marketing</li> <li>• Global E-Commerce</li> </ul>		
		52	8

Where, L =Lectures, T =Tutorials

### Course Outcomes (COs):

After successful completion of this course, students will be able to:

**CO1:** Explain the concepts, scope, and importance of international marketing. Analyze global environmental factors affecting international marketing decisions.

**CO2:** Identify and evaluate different international market entry strategies. Design effective international marketing mix strategies for diverse global markets.

**CO3:** Examine the role of global institutions and trade agreements in international business.

**CO4:** Understand the impact of globalization and digital transformation on international marketing

### Modes of In-Semester Assessment:

**40 marks**

- Two Sessional Examination 2 x 10 = 20
- Other (any two) 2 x 10 = 20
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

### Suggested Readings:

- Czinkota, M.R. International Marketing, Drydon Press, Boston.
- Fayweather, John: International Marketing, Prentice Hall, New Delhi
- Jain, S.C.: International Marketing, Prentice Hall, New Delhi
- Keegan, Warren J: Global Marketing, Management, Prentice Hall, New Delhi
- Onkvistt, Sak and John J Shaw: International Marketing: Analysis and Strategy.

## SEMESTER VI

**Title of the Course: Contemporary Marketing**

**Course Code: MKTMIN6**

**Nature of the Course: Minor**

**Course Credit: 04 credits**

**Distribution of Marks: 60 (End Sem) + 40 (In Sem)**

**Course Objectives:** Understand the evolution, importance, and core principles of digital, green, social, and social media marketing, including their strategic roles in contemporary business.

<b>Unit</b>	<b>Contents</b>	<b>L</b>	<b>T</b>
<b>Unit 1</b> <b>Fundamentals of Digital Marketing</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"><li>• Meaning, Importance and Evolution of Digital Marketing. Advantages, and Disadvantages</li><li>• Traditional vs. Digital Marketing.</li><li>• Customer behavior in digital world</li><li>• Overview of core digital marketing tools and channels (SEO, SEM, social media, content marketing, blogs).</li><li>• Display Ads, Mobile Marketing, Email Marketing, Social Media Marketing</li></ul>	14	2
<b>Unit 2</b> <b>Fundamentals of Green Marketing</b> <i>(15 Marks)</i>	<ul style="list-style-type: none"><li>• Definition, evolution, scope and importance of green marketing</li><li>• Traditional and green marketing</li><li>• Reasons for adopting green marketing, Green Marketing Mix</li><li>• Concepts: Green spinning, green selling, green harvesting, enviropreneur marketing, and identifying greenwashing.</li><li>• Role of stakeholders (consumers, businesses, government) in green marketing</li><li>• Promotional tools used in green marketing (eco-labels, certifications, and socially-driven campaigns)</li><li>• Green Marketing in Practice in Organization.</li><li>• Future Trends and Challenges</li></ul>	12	2

<p align="center"><b>Unit 3</b> <b>Fundamentals of Social Marketing</b> <i>(15 Marks)</i></p>	<ul style="list-style-type: none"> <li>• Introduction to Social Marketing: Definition, scope, and importance</li> <li>• Social and Commercial Marketing.</li> <li>• Social Marketing Environment: Social, cultural, economic, and technological factors influencing campaigns.</li> <li>• Steps in planning a social marketing campaign</li> <li>• Application areas – health, environment, education, social welfare</li> <li>• Role of government in social marketing</li> <li>• Tools and media used in social marketing</li> <li>• Monitoring and evaluation of social marketing programmes</li> <li>• Ethical issues in social marketing</li> <li>• Challenges and Future Directions in Social Marketing practice in India.</li> </ul>	14	2
<p align="center"><b>Unit 4</b> <b>Fundamentals of Social Media Marketing</b> <i>(15 Marks)</i></p>	<ul style="list-style-type: none"> <li>• Definition, meaning, and scope of Social Media Marketing (SMM)</li> <li>• Traditional marketing, digital marketing, and social media marketing</li> <li>• Growth of social media platforms in India and globally</li> <li>• Types of social media platforms: Facebook, Instagram, Twitter/X, LinkedIn, YouTube, Pinterest</li> <li>• Viral Marketing</li> <li>• Social media engagement metrics: likes, shares, comments, impressions, reach</li> </ul>	12	2
		52	8

*Where, L =Lectures, T =Tutorials*

**Course Outcome:**

**CO1:** Understand the evolution, importance, and core concepts of digital marketing, green marketing, social marketing, and social media marketing along with their practical applications in contemporary business and society.

**CO2:** Analyze and compare traditional, digital, green, and social marketing strategies, mastering customer behavior, branding, ethical marketing, and stakeholder roles in various marketing domains.

**CO3:** Develop skills to design, implement, and evaluate integrated marketing campaigns using digital channels (SEO, SEM, social media), green marketing tools (eco-labels, certifications), and social marketing frameworks suited to social causes in Indian and global contexts.

**CO4:** Utilize emerging technologies and trends like AI, influencer marketing, social commerce, and social media analytics to create effective, ethical, and measurable marketing strategies that adapt to a rapidly evolving digital landscape.

**Modes of In-Semester Assessment:**

**40 marks**

- Two Sessional Examination 2 x 10 = 20
- Other (any two) 2 x 10 = 20
  - Group Discussion
  - Assignment
  - Seminar Presentation on any of the relevant topics

**Suggested Readings:**

- Ryan Deiss & Russ Henneberry: Digital Marketing for Dummies. Wiley.
- Paul Randle & Alexis Eyre: Sustainable Marketing: The Industry's Role in a Sustainable Future, Routledge.
- Jacquelyn Ottman: The New Rules of Green Marketing, Berrett-Koehler Publishers.
- Paul Gillin & Eric Schwartzman: Social Marketing to the Business Customer, Wiley.
- Nancy R. Lee & Philip Kotler: Social Marketing: Influencing Behaviors for Good, SAGE Publications.
- Dave Kerpen: Likeable social media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (And Other Social Networks), McGraw-Hill Education.