

## **SYLLABUS FOR THE ACADAMIC YEAR 2015-2016**

**Subject: MARKETING & SALESMANSHIP**

**(FUNDAMENTALS OF MARKETING)**

**Class: F.Y.BCOM.**

### **TERM-I**

<b>S.No.</b>	<b>Name of the Topic</b>
<b>1</b>	<b>Basics of Marketing</b>
	Market – Marketing – Introduction, Meaning, Definition, Scope,
	Types and Significance
	Marketing Management – Introduction, Meaning, Definition, Scope and Significance
	Functions of Marketing – Basic Functions, Functions of Exchanges,
	and Subsidiary Functions
	Marketing Mix - Introduction, Meaning, Definition, Scope, and Significance.
<b>2</b>	<b>Marketing Environment</b>
	Introduction – Definition and Nature.
	Factors Constituting Marketing Environment
	Micro and Macro Environment
	Impact of Marketing Environment on Marketing Decisions.

<b>3</b>	<b>Buyer Behaviour and Market Segmentation</b>
	Introduction – Meaning, Definition, Scope and Significance of Buyer Behavior.
	Determinants of Buyer Behaviour, Stages of Buyer Behaviour –
	Buying Process..
	Introduction, Meaning, Importance of Market Segmentation.
	Bases for Segmentation – Qualities of Good Segmentation.
<b>4</b>	<b>Product and Pricing Decision</b>
	Concept of Product – Product Classification Factors
	Considered For Product Management – Role of Product Manager.
	Factors Affecting Pricing Decisions – Pricing Objectives.
	Pricing and Product Life Cycle – Pricing Methods

## TERM-II

<b>S.No.</b>	<b>Name of the Topic</b>
<b>5</b>	<b>Logistics and Supply Chain Management –</b>
	Introduction – Definition – Objectives – Scope and Significance
	Market Logistics Decisions – Channel Structure
	Designing Distribution Channels
	Types of Marketing Channels.

<b>6</b>	<b>Market Promotion Mix</b>
	Promotion Mix – Meaning, Scope and Significance.
	Factors Affecting Market Promotion Mix
	Advertisement and sales Promotion – Meaning and Definition. Means
	and Methods of Sales Promotion
	Advertising Meaning and Goals – Advertising Media– Meaning
	Types, Advantages and Limitations.
<b>7</b>	<b>Rural Marketing–</b>
	Introduction – Meaning – Definition – Features – Importance –
	Rural Marketing Mix – Importance, Elements, Scope
	Present Scenario of Rural Market –
	Problems And Challenges of Rural Market –
<b>8</b>	<b>Services Marketing</b>
	Introduction – Meaning – Definition – Features – Importance of
	Services, Significance of Services in Marketing
	Classification of Services – Marketing of Industrial Goods Services
	Marketing of Consumer Goods Services
	Marketing Mix for Services
	Services Marketing And Economy – Scope of Services Marketing in

	Generation of Job Opportunity, Role of Services in Economy
	Services Quality