

Syllabus

Panjab University

B.Com., (4th Semester)

BCM 405 : Marketing Management

Objective : *The paper aims at making students to understand the basic concept, philosophies, process and techniques of marketing.*

Unit – I

Introduction to Marketing : Meaning, Nature and Scope of Marketing, Marketing Concepts and Philosophies, Marketing Process, Marketing Mix.

Consumer Buying Behaviour : Factors Influencing Buying Behaviour, Buying Decision Process.

Marketing Segmentation : Levels and Patterns of Market Segmentation, Basis, Major Segmentation Variables for Consumer Markets, Concepts of Market Targeting and Positioning.

Product Planning and Market Strategies : Product Life Cycle, New Product Development, Product Concepts and Classification, Branding, Packaging and Labeling.

Unit – II

Pricing Decision : Pricing Policies and Strategies.

Distribution Decisions : Channel Design Decisions, Major, Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution.

Promotion Decisions : Communication Process.

Promotion Tools : Advertising (Steps Involved in Designing and Advertising Programme), Sale Promotions, Personal Selling.

Recent Trends in Online Marketing : E-Marketing, Mobile Marketing and Social Media Marketing.