

SYLLABUS

PANJAB UNIVERSITY, CHANDIGARH

B.COM.-(4TH SEMESTER)

BCM 405: MARKETING MANAGEMENT

Objective : *The paper aims at making students to understand the basic concepts, 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: Level 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 Decision, Major Channel Alternatives, Channels Management Decision, Causes and Managing Channel Conflict, Physical Distribution.

Promotion Decisions : Communication Process.

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

Recent Trends in Online Marketing : e-marketing, mobile marketing and social media marketing.

SYLLABUS

PANJAB UNIVERSITY, CHANDIGARH

M.COM., (1ST SEMESTER)

MC : 205–MARKETING MANAGEMENT

Unit – I

Introduction to Marketing Management : Marketing–Meaning and approaches role of Marketing in Organisations, 4Ps & beyond, Marketing Challenges, Marketing Process and Marketing Planning, Marketing information system.

Unit – II

Analysing Market Opportunities: Analysis the Marketing Environment–Economic, Demographic, Social, Cultural, Technical, Political & Legal Buying Behaviour–Consumer, Business & Industrial, Measuring and Forecasting Market Demand.

Unit – III

Product Management : Product–Meaning and Classifications New Product Development Managing Product Life Cycles, Brand Strategies and Management, Managing Service– Idea, Institution, Person, Place and Event.

Unit – IV

Pricing, Distribution and Promotion : Pricing–Influencing factors–Approaches, Strategies and Programmes. Channels of Distribution and Logistic Promotion Strategies–Advertising, Sales Promotion & Public Relations.