	P.R.Government College (A) Kakinada	Program & Semester II B.COM III SEMESTER			
Course Code	MARKETING				
Teaching	Hours Allocated: 72 (**Theory**)	L	T	P	C
Pre-requisites:		4	0	-	4

Course Outcomes

➢ Develop an idea about marketing and marketing environment.

➢ Understand the consumer behaviour and market segmentation process.

➢ Comprehend the product life cycle and product line decisions.

➢ Know the process of packaging and labeling to attract the customers.

➢ Formulate new marketing strategies for a specific new product.

➢ Develop new product line and sales promotion techniques for a given product.

Course Outcomes:

On Completion of the course, the students will be able to-		Cognitive Domain
CO1	To Develop an idea about marketing and marketing environment.	Understanding
CO2	To Understand the consumer behaviour and market segmentation process	Application
CO3	To Comprehend the product life cycle and product line decisions	Analyzing
CO4	To Know the process of packaging and labeling to attract the customers.	Application
CO5	To Formulate new marketing strategies for a specific new product and develop new product line and sales promotion techniques for a given product.	Application

Skill Developme nt	 	Employability	 	Entrepreneurship	

UNIT I	**Introduction: Concepts of Marketing: Need, Wants and Demand** – **Marketing Concepts – Marketing Mix -– Marketing Environment.**
UNIT II	Consumer Behaviour and 4 P's of Marketing Market Segmentation: Buying Decision Process Stages Buying Behaviour – Market Segmentation –Bases of Segmentation – Selecting Segments – Advantages of Segmentation.
UNIT III	Product Management: Product Classification – Levels of Product - **Product Life Cycle** **New Products, Product Mix and Product Line Decisions** - **Design, Branding, Packaging and Labelling.**
UNIT– IV	**Pricing Decision: Factors Influencing Price – Determination of Price** Pricing Strategies: **Skimming and Penetration Pricing.**
UNIT– V	**Promotion and Distribution: Promotion Mix - Advertising - Sales promotion - Publicity – Public Relations Personal Selling and Direct Marketing** - **Distribution Channels– Online Marketing**

CO-PO Mapping:

(1: Slight [Low];   2: Moderate [Medium];   3: Substantial [High],   '-' : No Correlation)

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	3	2	3	3	3	1	2	2	3	2	3	2	3	2	2
CO2	3	2	3	3	2	3	3	1	3	3	3	2	1	3	1	3
CO3	2	3	2	3	2	3	2	2	2	3	2	2	3	2	2	1
CO4	3	2	3	2	2	2	3	3	1	1	3	1	2	2	2	3
CO5	3	2	3	2	2	2	3	3	1	1	3	1	2	3	2	2

Proposed activities:

- Quiz programs
- Seminars
- Practice of Terminology of Marketing
- Guest lectures on various topics by marketing agents,
- Observing consumer behaviour on field trips to local markets
- Visit a manufacturing industry/firm for product manufacturing process
- Showing Graphs on Pricing decisions
- Analyse the advertisements
- Product demonstration by the student
- Conducting the survey on middle man in marketing process
- Making a advertisement
- Examinations (Scheduled and surprise tests)

Text Books:

1. Philip Kotler, Marketing Management, Prentice Hall of India.
2. Philip Kotler & Gary Armstrong, Principles of Marketing, Pearson Prentice Hall.
3. Stanton J. William & Charles Futrel, Fundamentals of Marketing, McGraw Hill.
4. V.S. Ramaswamy S. NamaKumari, Marketing Management – Planning, McMillan.
5. The Consumer Protection Act 1986 and Consumer Protection Act 2019.
6. Dhruv Grewal and Michael Levy,Marketing, McGraw Hill Education.
7. Dr L Natarajan, Financial Markets, Margham Publications.
8. Dr M Venkataramanaiah, Marketing, Seven Hill International Publishers.
9. C N Sonanki, Marketing, Kalyani Publications.

Web links

1. http://sdeuoc.ac.in/sites/default/files/sde_videos/B.Com-%20Marketing%20Management%202019%20Admn.pdf

2. https://www.rccmindore.com/wp-content/uploads/2015/06/Marketing-Management-19.pdf

3. https://ebooks.lpude.in/commerce/mcom/term_2/DCOM405_DMGT408_MARKETING_MANAGEMENT_DMGT203_ESSENTIALS_OF_MARKETING.pdf