



B. J. VANIJYA MAHAVIDYALAYA

(Autonomous)

(Grant-in-Aid)

(Affiliated to Sardar Patel University)

Vallabh Vidyanagar- 388 120, Dist. Anand, Gujarat, India

Accredited with CGPA of 2.78 on four-point scale at B++ Grade by NAAC

Syllabus as per the NEP 2020 with effect from June - 2025

Bachelor of Commerce (B. Com.)

Semester – III

Course Code	UB03MACOM03	Title of the Course	Business Management – III (Marketing Mgt.-1)
Total Credits of the Course	04	Hours per week	04

Course Objectives:	<ol style="list-style-type: none">1) To give insight about marketing management.2) To outline key marketing concepts and its application to different markets.3) To understand the process of New Product Development.4) To get insight of the pricing decision.5) To learn about the various distribution channels and product promotion.
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Course Content		
Unit No.	Description	Weightage (%)
1	Introduction: <ul style="list-style-type: none">• Core concepts of marketing- Needs, Wants & Demands ; products; value & satisfaction; exchange, transactions & relationships; Markets, Marketing & Marketing Management• Marketing Management Philosophies: Production concept, product concept, selling concept, marketing concept• Marketing Mix• Importance of Marketing.• Functions of Marketing.	25%
2	Product Decisions: <ul style="list-style-type: none">• Product- concept, classification, product line & product mix decision.• New Product Development Process.• Product life cycle-concept, stages & strategies.• Branding, Packaging & Labeling concepts.	25%



3	Pricing Decisions: <ul style="list-style-type: none"> • Meaning of Price • Objectives of pricing • Importance of pricing • Factors affecting Pricing • Pricing methods 	25%
4	Channel of Distribution Decisions & Product: Promotion Channels of distribution: <ul style="list-style-type: none"> • Meaning, • Objectives, • Levels of channels, • Factors affecting choice of channels of distribution Promotion: <ul style="list-style-type: none"> • Meaning, • Importance, • Promotion tools. 	25%

Teaching-Learning Methodology	The course would be taught /learnt through ICT (e.g. Power Point Presentation, Audio-Visual Presentation), Lectures, Group Discussions, Quizzes, Assignments, Case Study and Browsing E- Resources.
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Internal and External Examination Evaluation

Sr. No.	Details of the Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1	Class Test (at least one)	15 (30%)	10 (40%)
2	Quiz (at least one)	15 (30%)	05 (20%)
3	Active Learning	05 (10%)	----
4	Home Assignment	05 (10%)	05 (20%)
5	Class Assignment	05 (10%)	----
6	Attendance	05 (10%)	05 (20%)
Total Internal (%)		50 (100%)	25 (100%)
Final Examination (%)		50 (100%)	25 (100%)

Sr. No.	Course Outcomes: Having completed this course, the learner will be able to
1)	Get basic knowledge about the concept of Marketing
2)	Get idea about Product Decisions.
3)	Get idea about Pricing Decisions.
4)	Understand Channel of Distribution Decisions & Product Decision

Sr. No.	Suggested References:
1)	Salesmanship and Advertising-R.C.Agrawal
2)	Salesmanship and Publicity-J.S.K.Patel.
3)	Marketing Management-R.C.Agrawal
4)	Promotion Management- S.A.Chunawala.
5)	Marketing Management –S.A.Sherlekar

Sr. No.	On-Line Resources available that can be used as Reference Material
1)	https://baou.edu.in/assets/pdf/PGDBA_202_slm.pdf
2)	https://gnindia.dronacharya.info/MBA/1stSem/Downloads/MarketingManagement/Books/Marketing-Management-text-book-1.pdf
3)	https://www.ascdegreecollege.ac.in/wp-content/uploads/2020/12/Marketing-Management_-_Text-and-Cases- PDFDrive.com-.pdf
4)	https://library.oapen.org/bitstream/id/cb6f2a55-be31-4afb-ad2f-77103500cfeb/PUB_580_Leisch_Market_Segmentation_Analyses.pdf