

Proposed Syllabus
T.Y.B.com Semester Six
Adv. Business Management
Core Elective - CE 304 C (Optional Paper In Lieu of Project Work & Viva Voce)
Marketing Management

Unit One. (25%)

Marketing as a field of study. Definition of Market and Marketing. Marketing Concept.
Marketing Decision Making.

Buyers' Behaviour

Consumer goods buyers' behaviour psychological, economic and socio – cultural aspects, industrial products buyers' behaviour, institutional buyers' behaviour, Government buyers' behaviour. Concept of market segmentation market segmentation and marketing strategy.

Unit Two. (25%)

Product Policy and Decision Making.

Products and their marketing characteristics, classification of products into consumer products and industrial products, product life cycle, product planning decisions, new product decisions and product research, product positioning, product profitability.

Pricing Decisions and Policies

Pricing strategy and procedures, different types of price policies, discount structures, etc.

Unit Three. (25%)

Formulating Physical Distribution Policy

Direct sale and indirect sale, retail and wholesale distribution, different marketing channels, physical distribution problems, working with channel members.

Promotion Policy

Formulation of Promotional strategy, Primary Vs. Selected demand formulation, promotional mix, promotional budget or appropriation.

Unit Four. (25%)

Advertising Decision. Advertising campaigns, budget, media mix decisions and sales promotion decisions.

Sales Management

Recruiting, training, supervising and controlling salesmen, sales territory design, salesmen's compensation methods.

Marketing Planning and Strategy

With product change, without product change, marketing strategy for new products Vs. Penetration strategies for old products, marketing strategies for rural markets, international markets, marketing planning and programming, annual marketing plans.

The End