



FIRST-YEAR OF BACHELOR OF VOCATIONAL MAJOR BANKING AND FINANCE REVISED SYLLABUS ACCORDING TO CBCS NEP2020

COURSE TITLE: ADVANCE SKILLS OF MARKETING
SEMESTER-II, W.E.F. 2024-2025

Recommended by the Board of Studies in BVOC (BFS)
And

Approved by the Academic Council
DevrukhShikshanPrasarakMandal's

Nya. TatyasahebAthalye Arts, Ved. S. R. Sapre Commerce, and
Vid. DadasahebPitre Science College (Autonomous), Devrukh.
Tal. Sangmeshwar Dist. Dahanu-415201 Maharashtra India

Academic Council Item No: _____

Name of the Implementing Institute	:	Nya. TatyasahebAthalye Arts, Ved. S. R. Sapre Commerce, and Vid. DadasahebPitre Science College (Autonomous), Devrukh. Tal.Sangmeshwar, Dist. Ratnagiri-415804,
Name of the Parent University	:	University of Mumbai
Name of the Programme	:	Bachelor of Vocation (BFS)
Name of the Department	:	Commerce
Name of the Class	:	First Year
Semester	:	First
No. of Credits	:	02
Title of the Course	:	Advance skills of marketing
Course Code	:	BFSE102
Name of the Vertical in adherence to NEP 2020	:	Major and Minor
Eligibility for Admission	:	Any 12 th Pass seeking Admission to Degree Programme in adherence to Rules and Regulations of the University of Mumbai and Government of Maharashtra
Passing Marks	:	40%
Mode of Assessment	:	Formative and Summative
Level	:	UG
Pattern of Marks Distribution for TE and CIA	:	
Status	:	NEP-CBCS
To be implemented from Academic Year	:	2024-2025
Ordinances/Regulations(if any)	:	

Nya. TatyasahebAthalye Arts, Ved. S. R. Sapre Commerce and Vid. DadasahebPitre Science College, Devrukh (An Autonomous College Affiliated with University of Mumbai)

Syllabus for First Year of Bachelor of Vocation in BFS

(With effect from the academic year 2024-2025)

SEMESTER-I

Paper No. – SEC-II

Course Title: Advance skills of marketing

No. of Credits - 02

Type of Vertical: Major and Minor

COURSE CODE: BFSE102

Learning Outcomes Based on BLOOM's Taxonomy:

After completing the course, the learner will be able to...

Course Learning Outcome No.	Blooms Taxonomy	Course Learning Outcome
CLO-01	Remember	Review basics of banking & insurance marketing
CLO-02	Understand	Discuss Marketing mix
CLO-03	Apply	Acquire knowledge of promotional strategies
CLO-04	Analyze	Compare different marketing tools & techniques
CLO-05	Evaluate	Test various marketing tools on target customer
CLO-06	Create	Explain solutions for banking & insurance case studies as marketing executive

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(With effect from the academic year 2024-2025)

SEMESTER-I

Paper No. – SEC-II

Course Title: Advance skills of marketing

No. of Credits - 02

Type of Vertical: Major and Minor

COURSE CODE: BFSE102

COURSE CONTENT			
Module No.	Content	Credits	No. of Lectures
1	<ul style="list-style-type: none"> ➤ Basics of Banking and insurance marketing ➤ Formulation of marketing mix ➤ Promotional strategies for bank & insurance sector ➤ Life insurance Marketing – Basic problems ➤ Relationship Marketing ➤ Marketing tools & techniques <ul style="list-style-type: none"> ○ Content marketing- blog, video, social media, podcast ○ Print Marketing- pamphlet, brochures, newspaper and magazines advertisement, flyers, Direct mails ○ Television and radio marketing ➤ Case studies on marketing of bank and insurance products 	02	30
1	Types of Marketing Content marketing, social media marketing, Email marketing, search engine marketing, Print marketing,		
	Total	02	30

Required Previous Knowledge

No previous Knowledge is required.

Access to the Course

The course is available for all the students admitted for Bachelor of Vocation (BFS) as a Major or a minor. The students seeking admission in other disciplines may select the course as a minor considering the terms and conditions laid down by the University of Mumbai, the Government of Maharashtra, and the college, from time to time.

Forms of Assessment

The assessment of the course will be of Formative and Summative type. At the beginning of the course diagnostic assessment will be carried out. The formative assessment will be used for the Continuous Internal Evaluation whereas the summative assessment will be conducted at the end of the term. The weightage for formative and summative assessment will be 60:40. The detailed pattern is as given below.

Term End Evaluation (30 Marks)
Question Paper Pattern
Time: 2 hours

Question No.	Unit/s	Question Pattern	Marks
Q.1	All	Fill in the Blanks	6
Q.2	first	Attempt any two question from the following four questions (Applied Questions)	12
Q.3	Second	Attempt any two question from the following four questions (Applied Questions)	12
Total			30

Internal evaluation (20 Marks)

Sr. No.	Description	Marks
1	Mid Term Examination	10
2	Active Participation in teaching learning Process	5
3	Subject related activities as assigned by the teacher	5
Total		20

Grading Scale

The grading scale used is O to F. Grade O is the highest passing grade on the grading scale, and grade F is a fail. The Board of Examinations of the college reserves the right to change the grading scale.

References:

1. Principles of Marketing by Philip Kotler, Gray Armstrong, Shridhar Balasubramanian, Prafulla Agnihotri by Pearson
- 2 .MarketingManagement by Philip Kotler, Gray Armstrong, Shridhar Balasubramanian, Prafulla Agnihotri by Pearson
3. Digital Marketing Essentials by Vibrant publication
4. Marketing Management- Dr. Amit Kumar by Sahitya Bhawan Publication