



**SECOND YEAR OF BACHELOR OF
COMMERCE MAJOR ACCOUNTANCY
REVISED SYLLABUS ACCORDING TO CBCS
NEP2020**

**COURSE TITLE: MARKETING
SEMESTER-III, W.E.F. 2024-2025**

**RECOMMENDED BY THE BOARD OF STUDIES IN COMMERCE
AND**

APPROVED BY THE ACADEMIC COUNCIL

Devrukh Shikshan Prasarak Mandal's

Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and
Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh.
Tal. Sangmeshwar, Dist. Ratnagiri-415804, Maharashtra, India

Academic Council Item No: _____

| | | |
|---|---|--|
| Name of the Implementing Institute | : | Nya. Tatyasaheb Athalye Arts, Ved. S. R. Sapre Commerce, and Vid. Dadasaheb Pitre Science College (Autonomous), Devrukh. Tal. Sangmeshwar, Dist. Ratnagiri-415804, |
| Name of the Parent University | : | University of Mumbai |
| Name of the Programme | : | Bachelor of Commerce |
| Name of the Department | : | Accountancy |
| Name of the Class | : | Second Year |
| Semester | : | Third |
| No. of Credits | : | 04 |
| Title of the Course | : | Commerce - III (MARKETING) |
| Course Code | : | C202ACT |
| Name of the Vertical in adherence to NEP 2020 | : | Major and Minor |
| Eligibility for Admission | : | Any First Year B. Com Pass seeking Admission to Degree Programme in adherence to Rules and Regulationsof 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 | : | 60:40 |
| Status | : | NEP-CBCS |
| To be implemented from Academic Year | : | 2024-2025 |
| Ordinances /Regulations (if any) | : | |

Syllabus for Second Year of Bachelor of Commerce in Accountancy

(With effect from the academic year 2024-2025)

SEMESTER-III

Paper No.— III

Course Title: Commerce - III (MARKETING)

No. of Credits - 04

Type of Vertical: Major and Minor

COURSE CODE: C202ACT

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 | Remembering various concepts of Marketing |
| CLO-02 | Understand | Understanding the Marketing Mix levels |
| CLO-03 | Apply | Applications of Marketing Strategies |
| CLO-04 | Analyze | Analyzing the marketing decisions and Key Marketing Dimensions |

Syllabus for Second Year of Bachelor of Commerce in Accountancy
(With effect from the academic year 2024-2025)

SEMESTER-III

Paper No.— III

Course Title: Commerce - III (MARKETING)

No. of Credits - 04

Type of Vertical: Major and Minor

COURSE CODE: C202ACT

| COURSE CONTENT | | | |
|-----------------------|--|----------------|------------------------|
| Module No. | Content | Credits | No. of Lectures |
| 1 | <p>Introduction to Marketing</p> <ul style="list-style-type: none"> • Marketing, Concept, Features, Importance, Functions, Evolution, Strategic v/s Traditional Marketing • Marketing Research - Concept, Features, Process Marketing Information System- Concept, Components Data Mining- Concept, Importance • Consumer Behaviour- Concept, Factors influencing Consumer Behaviour Market Segmentation- Concept, Benefits, Bases of market segmentation Customer Relationship Management- Concept, Techniques <p>Market Targeting- Concept, Five patterns of Target market Selection</p> | 01 | 15 |
| 2 | <p>Marketing Decisions I</p> <ul style="list-style-type: none"> • Marketing Mix- Concept, Product- Product Decision Areas Product Life Cycle- Concept, Managing stages of PLC Branding- Concept, Components Brand Equity- Concept, Factors influencing Brand Equity • Packaging- Concept, Essentials of a good package Product Positioning- Concept, Strategies of Product Positioning Service Positioning- Importance & Challenges <p>Pricing- Concept, Objectives, Factors influencing Pricing, Pricing Strategies</p> | 01 | 15 |
| 3 | <p>Marketing Decisions II.</p> <ul style="list-style-type: none"> • Physical Distribution- Concept, Factors influencing Physical Distribution, Marketing Channels (Traditional & Contemporary Channels) • Supply Chain Management-Concept, Components of SCM • Promotion- Concept, Importance, Elements of Promotion mix • Integrated Marketing Communication (IMC)- Concept, | 01 | 15 |

| | | | |
|--------------|---|-----------|-----------|
| | <p>Scope,Importance Sales Management- Concept, Components, Emerging trends in selling Personal Selling-Concept, Process of personal selling, Skill Sets required forEffective Selling</p> | | |
| 4 | <p>Key Marketing Dimensions</p> <ul style="list-style-type: none"> • Marketing Ethics: Concept, Unethical practices in marketing, Generalrole of consumer organizations Competitive Strategies for Market Leader, Market Challenger, MarketFollower and Market Nicher Marketing Ethics: • Rural Marketing- Concept, Features of Indian Rural Market,Strategies for Effective Rural Marketing Digital Marketing-Concept, trends in Digital MarketingGreen Marketing- concept, importance • Challenges faced by Marketing Managers in 21st Century Careers in Marketing – Skill sets required for effective marketing Factorscontributing to Success of brands in India with suitable examples, Reasons for failure ofbrands in India with suitable examples. | 01 | 15 |
| Total | | 04 | 60 |

Required Previous Knowledge

Basic introductory knowledge about banking field and its functioning.

Access to the Course

The students who have successfully completed First Year of B.Com.

Forms of Assessment

The assessment of the course will be of Diagnostic, 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 (60%)
Question Paper Pattern
100 Marks (Will be converted to 60 Marks)
Time: 3 hours

| Question No. | Sub-Question | Module | Question Pattern | Marks |
|--------------|--------------|------------|--|------------|
| Q.1 | | All Module | Multiple Choice Questions (Attempt any 10 out of 15) | 20 |
| Q. 2 | a, b,& c | I | Solve any two questions from given three questions | 20 |
| Q. 3 | a, b,& c | II | Solve any two questions from given three questions | 20 |
| Q. 4 | a, b,& c | III | Solve any two questions from given three questions | 20 |
| Q. 5 | a, b,& c | IV | Solve any two questions from given three questions | 20 |
| Total | | | | 100 |

Internal evaluation (40%)

| Sr. No. | Description | Marks |
|--------------|---|-----------|
| 1 | 30 Marks Unit Test Converted to 15 Marks | 15 |
| 2 | Assignments (Minimum four) | 10 |
| 3 | Attendance/Active Participation in teaching learning Process | 05 |
| 4 | Subject related activities as assigned by the teacher –PPT/Viva/Project/Survey etc. | 10 |
| Total | | 40 |

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 failure. The Board of Examinations of the college reserves the right to change the grading scale.

References :

1. Philip Kotler (2003). Marketing Management : Eleventh Edition. New Delhi : Pearson Education
2. V. S. Ramaswani and S Namakumari (2002). Marketing : Planning, Implementation and Control (3rd Edition) New Delhi, Macmillan India
3. Michael Porter – Competitive Advantage
4. Theodore Levitt – Marketing Management
5. Fundamentals of Marketing – William Stanton
6. Customer Driven Services Management (1999) Response Books