



बिरसा मुंडा द्रायबल युनिवर्सिटी Birsā Mūṇḍā Drāyabala Yūnīvārsīṭī

राजपिपला, जि० नर्मदा Rajpipla, Dist. Narmda

Established by Tribal Development Department, Govt. of Gujarat

School of Commerce B.Com. Programme

Subject Code & Name: - BC06MECC01: Marketing Management – II

Teaching and Evaluation Scheme:

Teaching Scheme				Examination Scheme			
Credits				Component Weightage			
				CCE		SEE	
L	T	P	Total	TH	PWE	TH	PWE
4	0	0	4	50	0	50	0

Programme Name	B.Com
Semester	6
Course Code	BC06MECC01
Course Title	Marketing Management – II
Course Content Type (Th./Pr.)	Th.
Course Credit	4
Sessions+ Lab. Per Week	N/A
Total Teaching/Lab. Hours	60 Hours
* 2 Laboratory = 1 Session	

Learning Objectives

1. To define pricing objectives and identify the factors affecting the price of a product.
2. To examine the nature, functions, and types of distribution channels and intermediaries.
3. To develop an advertising program and evaluate media effectiveness within the promotion mix.
4. To explore contemporary developments such as sustainable, rural, and digital marketing.

Prerequisites (if any)

Learning Outcomes

After completion of the course, learners will be able to:

1. Formulate pricing strategies for new and existing products based on market constraints.
2. Analyze channel conflicts and manage decisions regarding retailing and wholesaling intermediaries.
3. Evaluate the effectiveness of different advertisement and sales promotion tools.
4. Compare the characteristics and marketing mixes of rural marketing versus social marketing.



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Detailed Contents

UNIT	TOPIC/SUB-TOPIC	TEACHING HOURS
I	PRICING DECISIONS ➤ Introduction ➤ Objectives ➤ Factors affecting price of a product ➤ Pricing policies and constraints ➤ Pricing methods ➤ New product pricing ➤ Pricing strategies	15
II	DISTRIBUTION DECISIONS ➤ Nature ➤ functions ➤ Types of distribution channels ➤ Distribution channel intermediaries ➤ Channel management decisions ➤ Channel conflict ➤ Retailing ➤ Types of Retailors and wholesaling ➤ Types of wholesalers	15
III	PROMOTION DECISIONS ➤ Promotion Decision ➤ Promotion mix ➤ Advertising Decision ➤ Advertising objectives ➤ Advertising and Sales Promotion ➤ Developing Advertising Programme ➤ Major Media ➤ Role of Media in Advertising ➤ Advertisement effectiveness ➤ Sales force Decision.	15
IV	DEVELOPMENTS IN MARKETING ➤ Sustainable Marketing: concept and issues. ➤ Rural marketing: characteristics and rural marketing mix. ➤ Social marketing: concept and issues. ➤ Digital marketing: concepts and tools.	15



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Text Book(s)

1.

Reference Books

1. K.S. Chandrasekar, Marketing Management Text And Cases, Tata McGraw Hill Publication, New Delhi.
2. Govindarajan, Marketing Management Concepts, Cases, Challenges And Trends, Prentice Hall of India, New Delhi.
3. Philip Kotler, Marketing Management-Analysis Planning And Control, Prentice Hall of India, New Delhi,
4. Ramaswamy. V S & Namakumari. S, Marketing Management-Planning Implementation And Control, Macmillan Business Books, New Delhi.
5. Baines Et AL(2021). Fundamentals of Marketing. Oxford University Press
6. Jain, P & Singhal, N. Principles of Marketing. Scholar Tech Press, Delhi
7. Kotler, P., Chernev, A., Keller, K. L. (2022). Marketing Management. United Kingdom: Pearson Education
8. Sharma, K., Aggarwal S. (2021). Principles of Marketing. Taxmann Publications

Web Resources

1.

Required Software(s) (if any)

Practical(s) (if any)

L:: Lecture, **T::** Tutorial , **P::** Practical

CCE:: Continuous and Comprehensive Evaluation

(CCE Theory includes Mid Semester Examination, Assignment, MCQ quizzes, Seminar, Reflective notes, class participation, case analysis and presentation, slip tests (announced/ surprised), attendance etc. or any combination of these)

PWE:: Practical Work Examination

(PWE includes Laboratory practical work, project work, viva simulation exercise work etc.)

SEE:: Semester End Evaluation

