

F.Y.B.Com. 116C Marketing and Salesmanship

Unit No.	Unit Title	Contents
1	Introduction to Market and Marketing	<ol style="list-style-type: none"> 1. Meaning and Definition of Market 2. Classification of Markets 3. Marketing Concept: Traditional and Modern 4. Importance of Marketing 5. Functions of Marketing: Buying, Selling, Assembling, Storage, Transportation, Standardization, Grading, Branding, Advertising, Packaging, Risk Bearing, Insurance, Marketing Finance, Market Research and Marketing Information. 6. Selling vs. Marketing
2	Market Segmentation and Marketing Mix	<ol style="list-style-type: none"> 2.1 Market Segmentation: - <ol style="list-style-type: none"> 1. Introduction 2. Meaning and Definition 3. Importance 4. Limitations 5. Bases for Segmentation 2.2 Marketing Mix <ol style="list-style-type: none"> 1. Introduction 2. Meaning & Definition 3. Elements of Marketing Mix- Product, Price, Place and Promotion 4. Importance of Marketing Mix

3	Product Mix and Price Mix	<p>3.1 Product Mix</p> <ol style="list-style-type: none"> 1. Meaning and Definition 2. Product Line and Product Mix 3. Product Classification 4. Product Life Cycle 5. Factors Considered for Product Management <p>3.2 Price Mix</p> <ol style="list-style-type: none"> 1. Meaning and Definition 2. Pricing Objectives 3. Factors Affecting Pricing Decision 4. Pricing Methods
4	Place Mix and Promotion Mix	<p>4.1 Place Mix</p> <ol style="list-style-type: none"> 1. Meaning and Definition of Place Mix 2. Importance 3. Types of Distribution Channels – consumer goods and Industrial Goods 4. Factors Influencing selection of Channels <p>4.2 Promotion Mix</p> <ol style="list-style-type: none"> 1. Meaning of Promotion Mix 2. Elements of Promotion Mix- Personal Selling, Public Relation and Sales Promotion 3. Factors Affecting Market Promotion Mix 4. Promotion Techniques or Methods
5	Salesmanship	<ol style="list-style-type: none"> 1. Meaning and Definition of Salesmanship 2. Features of Salesmanship 3. Scope of Salesmanship 4. Modern Concept of Salesmanship 5. Utility of Salesmanship

		<ul style="list-style-type: none"> 6. Elements of Salesmanship 7. Salesmanship : Arts or Science 8. Salesmanship – a Profession 9. Qualities of Salesman
6	Process of Selling	<ul style="list-style-type: none"> 1. Psychology of Salesmanship – Attracting Attention, Awakenning Interest, Creating Desire and Action 2. Stages in Process of Selling – <ul style="list-style-type: none"> (i) Pre-Sale Preparations (ii) Prospecting (iii) Pre-Approach (iv) Approach (v) Sales Presentation (vi) Handling of Objections (vii) Close (viii) After Sales Follow-up
7	Rural Marketing	<ul style="list-style-type: none"> 1. Introduction 2. Definition of Rural Marketing 3. Features of Rural Marketing 4. Importance of Rural Marketing 5. Present Scenario of Rural Market 6. Challenges and Opportunities in Rural Marketing
8	Recent Trends in Marketing	<ul style="list-style-type: none"> 1. Digital Marketing 2. Green Marketing 3. Niche Marketing 4. E-marketing 5. Social Media Marketing- Challenges and Opportunities

Reference Books:

Sr. No.	Title of the Book	Author/s	Publication
1	Marketing Management	Philip Kotler	Pearson Publication
2	Marketing Management	RajanSaxena	McGraw Hill Education
3	Principles of Marketing	Philip Kotler	Pearson Publication
4	Sales & Distribution Management	Tapan K Panda	Oxford Publication
5	Advertising Management	Rajiv Batra	Pearson Publication
6	Retail Management	Swapna Pradhan	McGraw Hill Publication
7	Retail Management	Gibson Vedamani	Jayco Publication
8	Marketing Management	V. S. Ramaswamy & S. Namakumari	Macmillan Publication
9	Supply Chain Management	Sunil Chopra, Peter Meindl & D. V. Karla	Pearson Publication