Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for Third Year B. Com Semester – VI

Subject Name: - Business Administration-II(II)

Subject Code: - 305A-II

305A-II: Business Administration-II(II)

Unit No.	Unit Title	Contents
5	**Introduction to Marketing**	1.1 Marketing – Introduction, Meaning, Scope, Objectives, Features, Functions and Importance 1.2 Types of Markets – Regulated Market, Organized Market & Unorganized Market , Virtual/ Internet Market, Industrial Market, Consumer Market, Financial Market, Auction Market and Black Market 1.3 Difference between Selling & Marketing 1.4 Evolution of Marketing Concepts – Exchange Concept, Production Concept, Product Concept, Selling Concept Marketing Concept, Societal Concept, Relationship Marketing Concept, Holistic Concept and Pace Concept
6	**Marketing Mix & Market Segmentation**	1.1. Marketing Mix – Meaning, Features, 7 P's of Marketing (Product, Price, Place, People, Promotion, Processes and Physical Evidence), Environmental Factors affecting Marketing Mix – Consumers, Competitors, Trade Factors, Political & Legal, Economic, Social, Technological, Global. Market Segmentation – Meaning, Advantages and Limitations, Essentials of Effective Market Segmentation, Methods /Basis of Market Segmentation: 1.2. Geographic, Demographic, Sociographic, Psychographic and Behavioral., Steps in Market Segmentation 1.3. Mass Marketing, Multi Segment Marketing and Niche Marketing – Meaning, Advantages and Limitations
7	**Product Management, Pricing Management,**	1.1. Product Levels – Core Product, Basic Product, Expected, Augmented Product and Potential Product, Product Life Cycle 1.2. Branding - Meaning, Types of Brands, Brand Equity & Brand Loyalty and Brand Extension – Meaning Advantages and Limitations 1.3. Pricing – Meaning, Objectives 1.4. Factors affecting Pricing – Internal Factors – Cost, Objectives of Firm, Product, Image of Firm, Product Life Cycle Product Line and Credit Policy External Factors – Competition, Demand, Consumers, Channel intermediaries, Economic Conditions, Government Control. Pricing Methods – Cost Plus Pricing, Mark up Pricing, Brake Even Pricing, Target Return Pricing, Marginal Cost Pricing, Early Cash, Recovery Pricing, Perceived Value Pricing, Going Rate Pricing, Sealed Bid Pricing, Differentiated Pricing, 2 Part Pricing 1.5. and Demand Backward Pricing.
8	**Promotion and Distribution and Recent Trends in Marketing**	1.1 Promotion Mix – Meaning, Objectives, Elements of Promotion Mix – Advertising, Publicity, Sales Promotion, Personal Selling, Public Relations, Packaging, Direct Marketing, Trade Fairs and Exhibitions. 1.2 Advertising – Meaning, Importance, Scope, Advantages of Advertising. 1.3 Types of Advertising Media – Radio, News Paper, Print Media, Social Media Advertising, Online Advertising. 1.4 Difference between Advertising, Publicity and Sales Promotion. 1.5 Recent Trends in Marketing - Visualization, Voice Search, Live Video and Video marketing, Integrated Online-Offline Customer Experience, The Internet of Everything, Content marketing, Search Engine Optimization /Semantic keyword research, Browser push notifications, Social Media Marketing, Virtual / Internet Marketing , Green Marketing , Social Marketing