

**SYLLABUS
MARKETING
B.A. Semester-I
MARKETING**

Time: 3 Hours

Max. Marks :80

Int. Assessment:20

Introduction: Meaning, Importance and various marketing concepts; Functions of Marketing, Concept of Marketing Mix, Market Segmentations, Bases of Market Segmentation; Consumer Behaviour: Buying process of consumers, factors affecting consumer behavior; Marketing Planning; Marketing Research.

Product: Concept of Product, Consumer goods vs. Industrial goods and their marketing characteristics. Product Line and Product mix decisions; Product life cycle; Branding and Packaging decisions.

SYLLABUS
MARKETING
B.A. Semester-II
MARKETING

Time: 3 Hours

Max. Marks :80
Int. Assessment:20

Emerging Trends in Marketing.

Price Decisions: Importance of price decision, Pricing objectives, Factors influencing pricing decisions, Nature of competition and pricing- Different pricing policies and strategies.

Distribution: Decisions, Concept of distribution, Elements of physical distribution; Channels of distribution, Marketing Institutions- their role in marketing, functions of merchant and agent middle-men, factors affecting the choice of the channels of distribution.

Promotion Decision: Concept of promotion, Objectives and importance of promotion, Communication and promotions; promotional tools and promotion mix- Advertising, personal selling, sales promotion and publicity; Services Marketing; International Marketing.

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MARKETING B.A. Semester-III

Time: 3 Hours

Max. Marks :80

Int. Assessment:20

Personal selling: Concept and features, classification of sales jobs, qualities and functions of a sales person, prospecting, personal selling process; Functions of a sales manager.

Sales Planning: Importance and process of sales planning; sales budgeting.

Sales Organization: Purpose, principles and process of setting up a sales organization; Sales organizational structures; Determining size of sales force.

Managing the Sales force: Recruitment; Selection; Training; Compensation; Motivating and Leading the sales force. Sales meetings and contests.

Ethical issues in sales management.

SYLLABUS

MARKETING B.A. Semester-IV

Time: 3 Hours

Max. Marks :80

Int. Assessment:20

Introduction to Advertising: Meaning, nature and importance; Communication process; Advertising and communication; Types of advertising; Advertising management process- an overview.

Advertising Objectives and Budget: Determining advertising objectives; Methods of determining advertising budget.

Media Planning: Features of Print, broadcasting media, Internet media and outdoor media; Media Planning and selection.

Role of advertising agencies, advertising agency and client relationship.

Ethical issues in advertising.