

**Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
New Arts, Commerce, and Science College, Ahmednagar  
(Autonomous)  
(Affiliated to Savitribai Phule Pune University, Pune)**



**National Education Policy (NEP)  
Choice Based Credit System (CBCS)**

**Programme Skeleton and Syllabus of  
B. Com. Marketing (Minor)**

**Implemented from  
Academic Year 2023-24**

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's  
**New Arts, Commerce and Science College, Ahmednagar  
(Autonomous)**

**Board of Studies in Commerce and Management**

Sr. No.	Name	Designation
1.	Dr. S. B. Kalamkar	Chairman
2.	Dr. B. N. Murtadak	Member
3.	Dr. M.P. Waghmare	Member
4.	Dr. N. B. Goyal	Member
5.	Dr. V. R. Humbe	Academic Council Nominee
6.	Dr. M. M. Deshmukh	Academic Council Nominee
7.	Dr. P. V. Sahte	Vice- Chancellor Nominee
8.	Prof. M. N. Tapkire	Alumni
9.	Mrs. Vanita Shripat	Industry Expert
10.	Prof. S. A. Tarte	Member(co-opt)
11.	Prof. S.D. Bankar	Member(co-opt)
12.	Dr. N. L. Vikhe	Member(co-opt)
13.	Prof. S. S. Nimbalkar	Member(co-opt)

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**Board of Studies in Costing, Accounting, Taxation and Law**

Sr. No.	Name	Designation
1.	Dr. B. N. Murtadak	Chairman
2.	Dr. S. B. Kalamkar	Member
3.	Dr. M.P. Waghmare	Member
4.	Dr. N. B. Goyal	Member
5.	Dr. H. B. Goyal	Academic Council Nominee
6.	Dr. S. D. Talekar	Academic Council Nominee
7.	Dr. M.D. Sayyed	Vice-Chancellor Nominee
8.	Mr. Tejas A. Joshi	Alumni
9.	CA Prasad Puranik	Industry Expert
10.	Dr. A. V. Adsure	Member(co-opt)
11.	Prof. P. V. Kale	Member(co-opt)

**1. Prologue/ Introduction of the programme:**

The Bachelor of Commerce (B.Com) Program is a three-year degree program offered by the college with a view to impart in-depth knowledge and a broad understanding of commerce. The objective of the program is to produce graduates equipped with the knowledge, skills, and attitude to meet the challenges of modern-day business organizations. In this global era, it has become inevitable to prepare minds for the future by providing quality higher education. Though quality may be viewed through different lenses, B.Com. The program is designed to enable and empower students to acquire knowledge, skills, and abilities to analyze and synthesize the contemporary realities pertaining to the domain of business. This course not only provides for maintaining and sustaining existing businesses in the face of violent winds of change and competition but also a desperately needed perspective of sustainable growth. This program aims at instilling conceptual understanding to equip students to deal with the business realities of today and prepares them to drive and face the challenge of tomorrow. It also exposes the students to the world of technology and digitization in the relevant field as envisaged by scholars and policymakers. This course is designed to help cultivate an entrepreneurial mindset and skills.

Commerce education is entirely different from other disciplines. Hence, it must charter course routes to service the aspirations of the nation. To meet the growing needs of the business society, there is greater demand for sound development of commerce education. The relevance of commerce education has become more imperative, this means a marked change in the way commerce and management education is perceived in India. Commerce education is dedicated to developing tomorrow's leaders, managers, and professionals.

The Bachelor of Commerce program is a progressive program that caters to the needs of commerce aspirants who desire to build their professional competence on a higher position with specialized knowledge in the field of Commerce. The three-year B.Com degree program is divided into six semesters and is designed as per the Choice Based Credit System (CBCS) model curriculum prescribed by UGC. It includes core papers, discipline-specific electives, generic electives, and skill enhancement courses. Students are required to complete practical and add-on courses. The aspirants can select their specialization in the subject of Cost and Works Accounting or Marketing Management as per their choice.

## **2. Programme Outcomes (POs)**

1. The students will be able to develop academic expertise in a global context in the discipline.
2. This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing, etc., well trained professionals to meet their requirements.
3. The capability of the students to make decisions at personal & professional levels will increase after completion of this course.
4. The knowledge of different specializations in Accounting, costing, banking, and finance with practical exposure helps the students to stand in the organization.
5. This degree course intends to inculcate attitudes and character that will help students evolve into sensitive and technically sound future business leaders and aims at enhancing the employability options of the students.
6. The curriculum helps instill learnability among students for upskilling and reskilling even in the later part of life.
7. It will develop the critical thinking abilities of the students along with ethical values.
8. The course will nurture skills to contribute effectively to society

**Credit Distribution for B. Com. including Major, Minor and OE and other courses.**

	Type of Courses	III Yr	IV Yrs (Honours)	IV Yrs Research
Major Marketing	Discipline-Specific Courses (DSC)	46	74	66
	Discipline Specific Elective (DSE)	08	16	16
	Skill Enhancement Courses (SEC)	06	06	06
	Vocational Skill Courses (VSC)	08	08	08
	On-Job Training (OJT)	04	08	04
	Field Project (FP)	04	04	04
	Community Engagement and Service (CEP)	02	02	02
	Research project	00	00	12
	Research Methodology	00	04	04
	<b>Total (I, II and III Year)</b>	<b>78</b>	<b>122</b>	<b>122</b>
Minor	Minor	20	20	20
Other Courses	Open Elective (OE)/ Multidisciplinary Courses	12	12	12
	Indian Knowledge System	02	02	02
	Co-Curricular Courses	08	08	08
	Ability Enhancement Courses	08	08	08
	Value Education Courses	04	04	04
	<b>Total</b>	<b>132</b>	<b>176</b>	<b>176</b>

**B. Com. Programme Framework: Credit Distribution**

			D S C	D S E	SEC	V S C	FP/ OJT /IN/CEP	I K S							
I	I	4.5	06	-	02	-	-		03	03		02	02	02	22
I	II	4.5	06	-	02	02	-	02	03	03	-	02	02	02	22
Exit Option: Award of UG Certificate in Major with 44 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor															
II	III	5.0	08	-	02	-	FP-02		03	03	-	02	02	-	22
II	IV	5.0	08	-	00	02	CEP-02		03	03	-	02	02	-	22
Exit Option: Award of UG Diploma in Major with 88 credits and an additional 4 credit core NSQF course /Internship or Continue with Major and Minor															
III	V	5.5	10	04	-	02	FP-02		04	-	-	-	-	-	22
III	VI	5.5	08	04	-	02	OJT-04		04	-	-	-	-	-	22
Exit Option: Award of 3-Yr UG Degree in Major and Minor with 132 credits or continue with Major for a 4-year Degree															
IV	VII	6.0	14	04	RM:04	-	-		-	-	-	-	-	-	22

IV	VII I	6. 0	14	04	-	-	OJT-04		-	-	-	-	-	-	22
	4-Yr UG Degree (Honours) with Major and Minor with 176 credits														
IV	VII	6. 0	10	04	RM:0 4	-	RP-04		-	-	-	-	-	-	22
IV	VII I	6. 0	10	04	-	-	RP-08		-	-	-	-	-	-	22
	4-Yr UG Degree (Honours with Research) with Major and Minor with 176 credits														

### B.Com. Programme Framework: Course Distribution

Year	Semester	Level	Major						Minor	OE	CC	AEC	VEC	Total
			DS C	DS E	SEC	V SC	FP /O JT /IN/C EP	I K S						
I	I	4.5	02	-	01	-	-	01	01	01	01	01	01	09
I	II	4.5	02	-	01	01	-	-	01	01	01	01	01	09
	Exit Option: Award of UG Certificate in Major with 44 credits and an additional 4 credit core NSQF Course /Internship or Continue with Major and Minor													
II	III	5.0	03	-	01	-	01	-	01	01	01	01	-	09
II	IV	5.0	03	-	-	01	01	-	01	01	01	01	-	09
	Exit Option: Award of UG Diploma in Major with 88 credits and an additional 4 credit core NSQF Course /Internship or Continue with Major and Minor													
III	V	5.5	03	01	-	01	01	-	01		-	-	-	07
III	VI	5.5	02	01	-	01	01	-	01		-	-	-	06
	Exit Option: Award of 3-Yr UG Degree in Major and Minor with 132 credits or continue with Major for a 4-year Degree													
IV	VII	6.0	04	01	RM:01	-	-	-	-		-	-	-	06
IV	VIII	6.0	04	01	-	-	01	-	-		-	-	-	06
	4-Yr UG Degree (Honours) with Major with 176 credits													
IV	VII	6.0	03	01	RM:01	-	01	-	-		-	-	-	06
IV	VIII	6.0	03	01	-	-	01	-	-		-	-	-	05
	4-Yr UG Degree (Honours with Research) with Major with 176 credits													

**Programme Framework (Courses and Credits): B. Com. Marketing (Minor)**

Sr. No.	Year	Semester	Level	Course Type	Course Code	Title	Credits
1.	I	I	4.5	MNR-1	BCOM-MR 101T	Basics of Marketing	03
1.	I	II	4.5	MNR-2	BCOM-MR 201T	Advertising Skills	03
2.	I	III	4.5	MNR-3	BCOM-MR 301T	Green Marketing	03
3.	I	IV	4.5	MNR-4	BCOM-MR 401T	Industrial Marketing	03
4.	I	V	5.0	MNR-5	BCOM-MR 501T	Service Marketing	04
	I	VI	5.0	MNR-6	BCOM-MR 601T	Digital Marketing	04
							20

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**Syllabus**  
**B. Com. Marketing (Minor)**

Title of the Course: Basics of Marketing								
Year: I					Semester: I			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-1	BCOM-AC 101T	03	00	03	45	30	70	100

**Learning Objectives:**

1. To develop a conceptual understanding of marketing management principles and their practical application.
2. To recognize the dynamic nature of the marketing environment and its impact on developing and implementing marketing strategies.
3. To understand consumer behavior and the different stages of the buyer behavior process.
4. To describe the major bases for segmenting consumer and business markets to optimize marketing strategies.

**Course Outcomes (Cos)**

1. Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
2. Students will identify the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation.
3. Students will understand the consumer behavior towards purchasing of goods and services and also stages of buyer behavior.
4. Describe major basis for segmenting consumer and business markets
5. Apply principles to create a marketing strategy which optimizes the marketing mix taking segments, targeting and positioning into account.

**Detailed Syllabus:**

**Unit I: Basics of Marketing**

**(12)**

1. Meaning and definition of Market, Marketing and Marketing Management
2. Evolution of Marketing
3. Core Marketing Concepts: Production concept, Product Concept, Selling Concept
4. Functions of Marketing: Basic Functions, Functions of Exchanges and Subsidiary Functions
5. Marketing Mix - Introduction, Meaning, definition, scope and significance

**Unit II Marketing Environment (11)**

1. Introduction - Definition and Nature
2. Factors constituting Marketing Environment
3. Micro and Macro Environment
4. Impact of Marketing Environment on Marketing Decision

**Unit III Buyer Behaviour and Market Segmentation (12)**

1. Buyer Behaviour- Introduction, Meaning, Definition, Scope and Significance of Buyer Behaviour
2. Determinants of Buyer Behaviour, stages of Buyer Behaviour- Buying process
3. Market Segmentation- Meaning, Importance
4. Bases for Segmentation- Qualities of Good Segmentation

**Unit IV Product and Pricing Decision (10)**

1. Concept of Product - Product Classification
2. Factors Considered for Product Management- Role of Product Manager
3. Product Life Cycle
4. Factors Affecting pricing Decisions- Pricing Objectives
5. Pricing Methods

**Suggested Readings/Material:**

1. Kotler P, Chernev, A & Keller, K.L. (2022) Marketing Management, UK, Pearson Education.
2. Ramaswamy N. (2018), Marketing Management, Sage Textbook
3. Sharma K. & Aggarwal S. (2021) Principles of Marketing, Taxmann Publications.
4. Kotler P., Garyarmstrong, Prafullay. Agnihotri. EU Haque, Principles of Marketing'(2018) 18 th Ed. Pearson Education Prentice Hall of Indi.
5. Book: "Marketing Management: A South Asian Perspective" by Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha, Pearson Education India
6. Roger J. best, Market- Based Management 2009 1 st Ed.PHI Learning Pvt. Ltd.
7. "Marketing Management" by Rajan Saxena, McGraw Hill Education

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**Syllabus**

**B. Com. Marketing (Minor)**

Title of the Course: Advertising Skills								
Year: I					Semester: II			
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-2	BCOM-AC 201T	03	00	03	45	30	70	100

**Learning Objectives:**

1. To understand the fundamentals of advertising
2. To develop effective advertising strategies and skills
3. To apply advertising techniques and tools practically
4. To evaluate the effectiveness of advertising campaigns

**Course Outcomes (Cos)**

1. To enable students to create and present an advertising campaign
2. It will enhance the ability to design and produce compelling advertisements
3. It will help in analyze and evaluate advertising effectiveness:
4. It will give approach to apply ethical and legal considerations in advertising

**Detailed Syllabus: Example**

**Unit I : Introduction to Advertising: (11)**

- Meaning and Definition of Advertising
- Nature and elements of Advertising
- Scope of advertising
- Functions of Advertising

**Unit II Advertising Strategies and Planning (11)**

- Meaning and Importance of Advertising Planning
- Phases in Advertising Strategies and Planning
  - Target audience identification and analysis.
  - Message development and positioning.
  - Media planning and selection.

**Unit III Creative Advertising Techniques (11)**

- Introduction, meaning and definition of Creative Advertising
- Copywriting techniques and persuasive messaging.

- Visual design principles in advertising.
- Use of storytelling and emotional appeal in advertisements.

#### **Unit IV: Advertising Evaluation and Ethics**

**(11)**

- Introduction
- Measuring advertising effectiveness and metrics.
- Ethical considerations in advertising, including truthfulness and social responsibility.
- Legal regulations and guidelines for advertising content and practices.

#### **Suggested Readings/Material:**

- "Advertising Management: Concepts and Cases" by Rajeev Batra, John G. Myers, and David A. Aaker, published by Prentice-Hall of India in the 5th Edition (2018).
- "Advertising: Principles and Practice" by William D. Wells, Sandra Moriarty, and Nancy Mitchell, published by Pearson Education India in the 9th Edition (2020).
- "Integrated Advertising, Promotion, and Marketing Communications" by Kenneth E. Clow and Donald E. Baack, published by Pearson Education India in the 8th Edition (2021).
- "Creative Advertising: Ideas and Techniques from the World's Best Campaigns" by Mario Pricken, published by Westland Books in India (2008).