

**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)-Year -II**

Implemented from

Academic Year 2024-25

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)
14.	Prof. G. V. Manik	Member(co-opt)
15.	Prof. V B Patare	Member(co-opt)

Ahmednagar Jilha Maratha Vidya Prasarak Samaj's
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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)
12.	Prof. S.A. Kasabe	Member(co-opt)
13.	Prof. K. B. Take	Member(co-opt)
14.	Prof. V. R. Sumbe	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
	Total (I, II and III Year)	78	122	122
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
	Total	132	176	176

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

Y e a r	Se m e s t e r	L e v e l	Major						M i n o r	O E C	A E C	V E C	T o t a l	
			D S C	D S E	SEC	V S C	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	Marketing Management-I	03
3.	I	IV	4.5	MNR-4	BCOM-MR 401T	Marketing Management-I	03
4.	I	V	5.0	MNR-5	BCOM-MR 501T	Advanced Marketing-I	04
	I	VI	5.0	MNR-6	BCOM-MR 601T	Advanced Marketing-II	04
							20

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Syllabus

B. Com. Marketing (Minor)

Title of the Course: Marketing Management-I								
Year: II				Semester: III				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-3	BCOM-AC 301T	03	00	03	45	30	70	100

Learning Objectives:

1. Enhance basic knowledge of marketing concepts and principles among students.
2. Provide an understanding of market segmentation and the marketing mix, including product, price, promotion, and distribution.
3. Develop knowledge and skills related to product and price mix, including product development, pricing strategies, and product mix analysis.
4. Acquire knowledge and apply various techniques of promotion, including advertising, sales promotion, public relations, and digital marketing.

Course Outcomes (Cos)

1. It will enhance the basic knowledge of marketing and Marketing among students.
2. It will give an insight into the basic knowledge of market segmentation and marketing mix.
3. It will develop the knowledge of product and price mix and develop the skills of Pricing the product along with gaining knowledge on Product Mix
4. It will help students to apply the various techniques of Promotion and understand the various channels of distribution

Detailed Syllabus:

Unit I: Marketing Management and Marketing Strategy (15)

- **Marketing Management**
 - Introduction, Meaning, Definition, Nature and scope, Feature, Function, Component, Importance, Process, Problem of Marketing Management.
- **Marketing Strategy**
 - Introduction, Meaning, Significance, Aim of marketing strategy, Marketing strategy formulation, Base of formulating marketing strategy, Type of marketing strategy -, Competitive strategy, Designing competitive strategy, Competitive Intelligence System.

Unit II: Consumer Behaviour and Marketing Planning (18)

- **Consumer Behaviour**
 - Introduction, Meaning, Scope, nature & Importance of consumer behaviour, Type of consumer behaviour buying motive, Determinant / Factor of consumer buying behaviour
- **Marketing Planning**
 - Introduction, Meaning, Definition, Strategic marketing planning- corporate & Divisional, Establishment of strategic business units (SBUs) - Resource Allocation to SBUs, SWOT analysis, Element, Nature & Scope, Importance, Type, Principle of marketing planning, Step in marketing planning process, Analysing the Marketing Opportunities, Relevance in marketing planning, Constraints to effective marketing planning.

Unit III: Marketing Research and Demand Forecasting (12)

- **Marketing Research**
 - Introduction, Meaning, Scope, Role, Objective of marketing research, Marketing research procedure, Problem definition, Research Design, Data collection Techniques, Sampling & Sampling designs, Importance of Ethical Marketing Research, Data analysis, Method of Reporting Research.
- **Demand Forecasting**
 - Meaning, Demand Forecast & measurement, Market classification, the concept of Marketing Demand - market potential, Company Demand, Company Sales Forecast, Sales Quota & Sales Budget.

Suggested Readings :

- Philip Kotler, Marketing Management, Pearson Publication.
- Rajan Saxena, Marketing Management, Tata McGraw Hill Education.
- Philip Kotler, Principle of Marketing, Pearson Publication.
- Subhash Jain & George Haley, Marketing Planning & Strategy, Cengage Learning India Pvt.Ltd.
- Anil Mishra & Amit Kumar Mishra, Marketing Strategy, Excel Books.
- Ramanuj Muzumdar, Consumer Behaviour :Insite from Indian Market, PHI Learning Pvt.Ltd.
- Swapna Pradhan, Retail Management, McGraw Hill.
- V. S. Ramaswamy & S.Namakumari, Marketing Management, Macmillan Publication.
- Naresh K. Malhotra, Marketing Research, Pearson Publication.
- S.L.Gupta, Marketing Research, Excel Books India.
- Dr. M.P. Waghmare, Dr. S.D. Jagtap, Marketing Management -I, Prashant Publication

मराठी रुपांतर

तपशीलवार अभ्यासक्रम:

युनिट I: विपणन व्यवस्थापन आणि विपणन धोरण (15)

- विपणन व्यवस्थापन
 - परिचय, अर्थ, व्याख्या, स्वरूप आणि व्याप्ती, वैशिष्ट्य, कार्य, घटक, महत्त्व, प्रक्रिया, विपणन व्यवस्थापनाची समस्या.
- विपणन धोरण
 - परिचय, अर्थ, महत्त्व, विपणन धोरणाचे उद्दिष्ट, विपणन धोरण तयार करणे, विपणन धोरण तयार करण्याचा आधार, विपणन धोरणाचा प्रकार - , स्पर्धात्मक धोरण, स्पर्धात्मक धोरण आखणे, स्पर्धात्मक बुद्धिमत्ता प्रणाली.

युनिट II: ग्राहक वर्तन आणि विपणन नियोजन (18)

- ग्राहक वर्तन
 - परिचय, अर्थ, व्याप्ती, ग्राहक वर्तनाचे स्वरूप आणि महत्त्व, ग्राहकांच्या वर्तनाचा प्रकार खरेदीचा हेतू, ग्राहक खरेदी वर्तनाचा निर्धारक / घटक
- विपणन नियोजन
 - परिचय, अर्थ, व्याख्या, धोरणात्मक विपणन नियोजन- कॉर्पोरेट आणि विभागीय , स्ट्रॅटेजिक बिझनेस युनिट्स (SBUs) ची स्थापना - SBUs साठी संसाधन वाटप, SWOT विश्लेषण, घटक, निसर्ग आणि व्याप्ती, महत्त्व, प्रकार, विपणन नियोजनाचे तत्व, विपणन नियोजन प्रक्रियेतील टप्पा, विपणन संधींचेधीं चे विश्लेषण, विपणन नियोजनातील प्रासंगिकता, मर्यादा.

युनिट III: विपणन संशोधन आणि मागणी अंदाज (12)

- विपणन संशोधन
 - परिचय, अर्थ, व्याप्ती, भूमिका, विपणन संशोधनाचे उद्दिष्ट, विपणन संशोधन कार्यपद्धती, समस्येची व्याख्या, संशोधन रचना, डेटा संकलन तंत्र, नमुना आणि नमुना रचना, नैतिक विपणन संशोधनाचे महत्त्व, डेटा विश्लेषण, अहवाल संशोधनाची पद्धत.
- मागणी अंदाज
 - अर्थ, मागणी अंदाज आणि मोजमाप, बाजार वर्गीकरण, विपणन मागणी संकल्पना - बाजार संभाव्यता, कंपनी मागणी, कंपनी विक्री अंदाज, विक्री कोटा आणि विक्री अंदाजपत्रक

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Syllabus

B. Com. Marketing (Minor)

Title of the Course: Marketing Management-II								
Year: II				Semester: IV				
Course Type	Course Code	Credit Distribution		Credits	Allotted Hours	Allotted Marks		
		Theory	Practical			CIE	ESE	Total
MNR-4	BCOM-AC 401T	03	00	03	45	30	70	100

Course Outcomes (Cos):

1. It will help students to learn the knowledge of Services marketing in various approaches.
2. It will help the students to Know the Importance of Green marketing .
3. It will help to understand the Opportunities in E- marketing & Digital marketing.
4. It will help to learn Knowledge of International Marketing .

Detailed Syllabus:

Unit I: Service Marketing and Green Marketing (15)

- **Service Marketing**
Introduction, Meaning and Nature ,reasons for development of services Industry, need, Classification of service, Difference between product and service, Characteristic, Importance of service, Marketing mix of Services, Marketing Strategies for Service firms, Tasks involved in services marketing.
- **Green Marketing**
Introduction, Definition & Nature, Origin and Development, Objective, Strategies of Green marketing, The concept of sustainability and Green marketing, Role of Marketing manager in Green marketing, Marketing Mix of Green marketing, Global Green marketing Practices, Green Marketing application in India, Importance and problem of Green Marketing, principle of success of green product.

Unit II: E -Marketing And Digital Marketing (15)

- **E-Marketing**
Introduction, Definition, utility, Advantages, Limitation of E- marketing, Challenges before E-marketing, Online and offline marketing, present status of e-marketing in India, Scope for E- marketing in Indian scenario.
- **Digital Marketing**

Definition, Concept, Scope, Benefits of Digital marketing, Digital marketing v/s Traditional Marketing, Digital marketing channel, Online paid Advertisement.

Unit III: Introduction to International Marketing (15)

Introduction, Meaning, Definition, Scope, Objective of International Marketing, Facets of International Marketing, Benefits and Limitations of International Marketing, Forces influencing International Marketing, Forces restraining International Marketing.

Teaching Methodology –

- Traditional Lecture Method
 - Library assignment
 - Quiz Assignment
 - PPT
 - Project work
 - Presentation ● Group discussion

Suggested Readings :

1. Philip Kotler, Marketing Management, Pearson Publication.
2. Rajan Saxena, Marketing Management, Tata McGraw Hill.
3. Philip Kotler, Principle of Marketing, Pearson Publication.
- 4 . Subhash Jain & George Haley, Marketing Planning & Strategy, Cengage Learning India Pvt.Ltd.
- 5 . Anil Mishra & Amit Kumar Mishra, Marketing Strategy, Excel Books.
- 6 . Ramanuj Muzumdar, Consumer Behaviour :Insite from Indian Market, PHI Learning .Pvt.Ltd.
- 7 . Swapna Pradhan, Retail Management, McGraw Hill Education.
- 8 . V. S. Ramaswamy & S.Namakumari, Marketing Management, Macmillan Publication.
- 9 . Sunil Chopra, Peter Meindl & D. V.Karla, Supply Chain Management, Pearson Publication
10. Rajiv Batra, Advertising Management, Pearson Publication

मराठी रूपांतर

प्रकरण -I: सेवा विपणन आणि हरित विपणन

(15)

सेवा विपणन

परिचय, अर्थ आणि स्वरूप, सेवांच्या विकासाची कारणे उद्योग, गरज, सेवेचे वर्गीकरण, उत्पादन आणि सेवा यातील फरक, वैशिष्ट्य, सेवेचे महत्त्व, सेवांचे विपणन मिश्रण, सेवा कंपन्यांसाठी विपणन धोरणे, सेवा विपणनामध्ये गुंतलेली कार्ये.

हरित विपणन

परिचय, व्याख्या आणि निसर्ग, मूळ आणि विकास, उद्दिष्ट, हरित विपणनाची धोरणे, टिकाऊपणा आणि हरित विपणनाची संकल्पना, हरित विपणनामध्ये विपणन व्यवस्थापकाची भूमिका, हरित विपणनाचे विपणन मिश्रण, जागतिक हरित विपणन पद्धती, भारतातील हरित विपणन अनुप्रयोग, ग्रीन मार्केटिंगचे महत्त्व आणि समस्या, हरित उत्पादनाच्या यशाचे तत्व.

प्रकरण -II: ई-मार्केटिंग आणि डिजिटल मार्केटिंग

(15)

A. ई-मार्केटिंग परिचय, व्याख्या, उपयुक्तता, फायदे, ई-मार्केटिंगची मर्यादा, ई-मार्केटिंगसमोरील आव्हाने, ऑनलाइन आणि ऑफलाइन मार्केटिंग, भारतातील ई-मार्केटिंगची सद्यस्थिती, भारतीय परिस्थितीमध्ये ई-मार्केटिंगची व्याप्ती.

B. डिजिटल मार्केटिंग व्याख्या, संकल्पना, व्याप्ती, डिजिटल मार्केटिंगचे फायदे, डिजिटल मार्केटिंग विरुद्ध पारंपारिक मार्केटिंग, डिजिटल मार्केटिंग चॅनल, ऑनलाइन सशुल्क जाहिरात.

प्रकरण -III: आंतरराष्ट्रीय विपणनाचा परिचय

(15)

परिचय, अर्थ, व्याख्या, व्याप्ती, आंतरराष्ट्रीय विपणनाचे उद्दिष्ट, आंतरराष्ट्रीय विपणनाचे पैलू, आंतरराष्ट्रीय विपणनाचे फायदे आणि मर्यादा, आंतरराष्ट्रीय विपणनावर प्रभाव टाकणारी शक्ती, आंतरराष्ट्रीय विपणनास प्रतिबंध करणारी शक्ती.