

**SES's L.S. RAHEJA COLLEGE OF ARTS
AND COMMERCE
(AUTONOMOUS)**



BOARD OF STUDIES: ACCOUNTANCY AND FINANCE

PROGRAMME: B.COM (ACCOUNTING AND FINANCE)

SEMESTER: IV

NOMENCLATURE OF THE COURSE: COMMERCE IV (MARKETING
MANAGEMENT)

NEP Vertical: MAJOR

Credit: 04

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



Programme:	B.COM (ACCOUNTING & FINANCE)
Nomenclature of the Course	Commerce IV (Marketing Management)
Total Marks	100 marks
Semester:	IV
Academic year	2025-26

LEARNING OBJECTIVES:

- To understand the core concepts of marketing, including its meaning, importance, and the 4Ps of the marketing mix.
- To analyze the product development process, product life cycle, and branding strategies in a competitive market.
- To evaluate pricing strategies and distribution decisions based on market conditions and consumer behavior.
- To explore various promotional strategies and the role of Integrated Marketing Communication (IMC) in building brand awareness

COURSE OUTCOMES:

- Learners will be able to explain the significance of marketing and apply the 4Ps framework to real-world business scenarios.
- Learners will be able to assess different product development strategies and understand how branding influences consumer perception.
- Learners will be able to make informed pricing and distribution decisions based on market dynamics and business objectives.
- Learners will be able to design effective promotional strategies and apply IMC principles in marketing campaigns.

Unit	Course Content	Andragogy	No of Lectures
1	<p>Module 1: Fundamentals of Marketing</p> <ul style="list-style-type: none"> • Introduction to Marketing <p>Meaning and Definition and features of Marketing</p> <ul style="list-style-type: none"> • Marketing vs. Selling • 4 Ps of Marketing (Marketing Mix) <p>Product Price</p> <p>Place (Offline and Online market) Promotion and extended marketing mix</p> <ul style="list-style-type: none"> • Importance of Marketing • Role of marketing in business growth • Marketing Environment – Internal and external factors affecting marketing decisions <p>Consumer Behavior – Buying process, decision-making factors, and trends</p>	<p>Lectures & Case studies</p> <p>Group Discussions</p>	15

2	<p>Module 2: Product Management</p> <ul style="list-style-type: none"> ● Meaning & Definition and features of Product Management ● Product Development Strategies <ul style="list-style-type: none"> Idea generation Concept development & testing Product development process Commercialization ● Product Life Cycle (PLC) <ul style="list-style-type: none"> Introduction stage Growth stage Maturity stage Decline stage Marketing strategies for each stage ● Branding <ul style="list-style-type: none"> Meaning & Importance Factors influencing branding decisions Types of branding strategies 	Lectures & Case studies Group Discussions	15
3	<p>Module 3: Price and Place (Distribution) Management</p> <ul style="list-style-type: none"> ● Price Management <ul style="list-style-type: none"> Meaning & Definition Factors affecting pricing decisions Pricing objectives ● Pricing Strategies and methods <ul style="list-style-type: none"> ● Value based ● Competitive ● Cost Plus ● Skimming ● Penetration ● Economy ● Dynamic, etc ● Place (Distribution) Management <ul style="list-style-type: none"> Meaning & Definition Factors governing distribution decisions Types of distribution channels <ul style="list-style-type: none"> ▪ Direct & indirect channels ▪ Intensive, selective, and exclusive distribution ▪ Retail & wholesale distribution ▪ Brick and Mortar model 	Lectures & Case studies Group Discussions	15

4.	<p>Module 4: Promotion Management & Case Studies</p> <ul style="list-style-type: none"> ● Promotion Management Meaning & Importance Elements of Promotion Mix <ul style="list-style-type: none"> ▪ Advertising ▪ Personal selling ▪ Sales promotion ▪ Public relations ▪ Digital marketing ● Promotion Strategies Push vs. Pull Strategy Above-the-line and Below-the-line promotions Integrated Marketing Communication (IMC) ● Case Studies Based on the Above Topics <ul style="list-style-type: none"> ○ Real-life examples of marketing success and failures ○ Case studies on product management, branding, pricing strategies, and distribution management ○ Analysis of promotional campaigns 	Lectures Case Studies and Industry Analysis	15
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REFERENCE BOOKS

1. Kotler, P., Keller, K. L., Chernev, A., & Madsen, S. (2022). *Marketing management* (16th ed.). Pearson.
2. Lamb, C. W., Hair, J. F., & McDaniel, C. (2021). *MKTG: Principles of marketing* (14th ed.). Cengage Learning.
3. Solomon, M. R. (2022). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.
4. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation, and practice* (8th ed.). Pearson.
5. Belch, G. E., & Belch, M. A. (2020). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill.
6. Arens, W. F. (2013). *Contemporary advertising and integrated marketing communications* (14th ed.). Pearson.
7. Crawford, C. M., & Di Benedetto, C. A. (2020). *New product management* (12th ed.). McGraw-Hill

Internal Continuous Assessment (ICA) Pattern

Particulars	Marks
Class test	20
Presentation/Viva Voce	10
Assignment/Project	10
Total	40

Semester End Examinations (SEE) Question Paper Pattern

Maximum Marks: 60

Duration: 2 hour

Note: All questions are compulsory

Question No.	Description	Total Marks
1.	A. Full length Theory question OR B. Full length Theory Question	15
2.	A. Full length Theory question OR B. Full length Theory Question	15
3.	A. Full length Theory question OR B. Full length Theory Question	15
4.	C. Full length Theory question OR D. Full length Theory Question	15

Note: The Full length theory question of 15 marks each may be split up into two smaller questions carrying 8 marks and 7 marks respectively or 3 smaller questions of 5 marks each.