



Syllabus for B.Com Course (as per NEP-2020) of Assam University

B.COM SEMESTER I

Marketing for Beginners

Paper Code: IDC 101 (B) [For Students of other Department]

Total Credit: 3

Internal Assessment: 30

Full Marks: 100

Term End Examination: 70

Objective: The objective of this paper is to help the student to acquire conceptual knowledge of the marketing for beginners. It also aims to develop knowledge of various marketing activities for present and future purposes.

Outcome: A student is expected to have a basic understanding of the various concepts of Marketing.

Unit 1: Introduction

Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; marketing mix, Marketing environment: concept, importance, and components (Economics, Demographic, technological, Natural, Socio-Cultural and Legal)

Unit2: Consumer Behaviour

- a) Consumer Behaviour: Definitions, Nature, importance, Factor influencing consumer buying behavior, Buying motives, Buying process.
- b) Product: Meaning and definition, Feature of product, Product mix; Product line; Factor influencing product mix; Product segmentation; Benefits of product segmentation.

Unit 3: Branding and Packaging

- a) Concept and Features of Branding; Types of Brand, Importance of Branding, Brand Recognition and Brand Equity.
- b) Concept and Features of Packaging; Importance of Packaging, Concept of Label and Labeling; Features and Importance Labeling.

Unit 4: Pricing and Distribution Channels

- a) Pricing: Definition, objectives and Importance of pricing; factors affecting pricing decision; Kinds of pricing.
- b) Channels of Distribution: Definition, Function, Importance; Factor affecting channel of distribution; Logistic management.

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Unit 5: New Trends in Marketing

Tele marketing, Green Marketing, Social Media Marketing, Rural Marketing; Social Marketing

Suggested Readings:

Chhabra, T.N., and S.K. Grover, Marketing Management, Fourth and Revised edition, Dhanpat Rai & Company.

Karunakaran, Marketing Management, Himalaya Publishing house.

Kotler. Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Hoque, Principles of Marketing, 13th and revised edition, Pearson Education.

Neeru Kapoor, Principle of Marketing, PHI Learning.

Pillai & Bhagavathi – Marketing Management, S. Chand, Latest edition.

Rajendra Maheshwari, Principle of Marketing, International Book House.

Sherlakar & Krishnamoorthy, Marketing Management, Himalaya Publishing House.

Sontakki. C.N., Marketing Management, Kalyani Publisher, 2013 edition.

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