

**B.COM SEMESTER II
FOUNDATION COURSE
MARKETING MANAGEMENT II
100 Marks – 75 Lectures**

I- Product Planning & Decisions (25 Marks- 19 Lectures)
Product planning – Meaning. New product development process, reasons for new product development and reasons for product failure. Product Life Cycle (PLC) - meaning, stages and implications.
Branding - concept and strategies, essentials of a good brand name. Brand positioning – Meaning and strategies.
Packaging – Meaning and essentials. Labeling – Meaning and importance.

II- Pricing (25 Marks-19 Lectures)
Meaning, importance and factors influencing pricing. Major pricing methods – cost, demand, competition. Pricing policies - Skimming pricing, Penetration pricing, Geographical, Leader pricing, Psychological pricing.

III - Promotion (25 Marks-19 Lectures)
Advertising - Meaning, objectives, role and limitations of advertising. Sales promotion - Meaning, importance of sales promotion, major tools of sale promotion. Personal selling –Meaning and steps. Public relations - Meaning and tools.

IV- Marketing Logistics (25 Marks-18 Lectures)
Physical distribution – Meaning and elements. Channels of distribution – Meaning and types, factors influencing choice of channels. Distribution channel policies.

Books for Study and Reference:

- Kotler Philip, Armstrong Gary, 'Principles of Marketing', Prentice-Hall of India Pvt. Ltd.
J.C. Gandhi 'Marketing a Managerial Introduction', Tata McGraw Hill Company Ltd.
Kotler, Keller, Koshy and Jha, Marketing Management - A South Asian Perspective-13TH International Ed., Pearson, Delhi
Dr. K. Karunakaran, Marketing Management - Text and cases in Indian context, Himalaya Publishing House, Mumbai.
Banerjee Mrityunjoy, 'Essentials of Modern Marketing', Oxford & IBH publishing company Pvt. Ltd.
Ramaswamy V.S. Namakumari S., 'Marketing Management Planning, Implementation & Control', Mac Millan India Pvt. Ltd.
William, Etzel Micheal, Walker Bruce, 'Fundamentals of Marketing', McGraw Hill International.

