VIDYASAGAR UNIVERSITY

Midnapore, West Bengal

REVISED SYLLABUS

B.COM (HONOURS) MAJOR IN MARKETING MANAGEMENT

4-YEAR UNDERGRADUATE PROGRAMME

(w.e.f. Academic Year 2024-2025)

Based on

Curriculum & Credit Framework for Undergraduate Programmes (CCFUP), 2023 & NEP, 2020

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VIDYASAGAR UNIVERSITY
B.COM (HONOURS) MAJOR IN MARKETING MANAGEMENT
(under CCFUP, 2023)
(w.e.f. Academic Year 2024-2025)

Level	YR.	SEM	Course Type	Course Code	Course Title	Credit	L-T-P	Marks		
								CA	ESE	TOTAL
B.Com (Hons.)	3rd	V	**SEMESTER-V**							
			Major-8	COMHMJ08	**T:** Advertisement and Sales Promotion	4	3-1-0	15	60	75
			Major-9	COMHMJ09	**T:** Service Marketing	4	3-1-0	15	60	75
			Major-10	COMHMJ10	**T**: Consumer Behaviour	4	3-1-0	15	60	75
			Major Elective-01	COMHDSE1	**T:** Sales Management **OR** Supply Chain Management	4	3-1-0	15	60	75
			Minor-5 (Disc.-I)	COMMIN05	**T:** Consumer Finance	4	3-1-0	15	60	75
					Semester-V Total	20				375

MJ = Major, MI = Minor Course, DSE = Discipline Specific Elective Course, CA= Continuous Assessment, ESE= End Semester Examination, T = Theory, P= Practical, L-T-P = Lecture-Tutorial-Practical

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MAJOR (MJ) 8: ADVERTISEMENT AND SALES PROMOTION
CREDIT: 4; FM: 75
HOURS: 60

Course contents:

Unit 1: Introduction: Promotional Mix – Concepts and element; Advertising: Concept and definition, salient features, Need and Importance- Economic, Social and Regulatory aspects of Advertising

10L

Unit 2: Forms of Advertising: Types and Classifications of advertising based on Media used, Geographical Area, Target Audience, Purpose and other forms.

10L

Unit 3: Advertising Media Planning and Scheduling: Advertising Media: Features of different Media- Print, Audio, Audio – Visual and Outdoor; Factors to be considered in selecting effective media; Steps involved in Media Planning; Merits and demerits of different advertising media; Planning and Scheduling Advertisements.

15L

Unit 4: Sales Promotion: Concept, Advantages and Disadvantages; Objectives of sales promotion; 'Pull' and 'Push' strategies of sales promotion; Different types of Consumer Promotions and Trade Promotions

12L

Unit 5: Sales promotion methods: Types and Techniques: Monetary and Non-monetary; Monetary methods: Price Deal, Bonus, Rebate, Discount, Refund, Trade Allowance; Non-Monetary methods: Coupons, Samples, Contests and Sweepstakes, Continuity Plan, Exchange Offer – Merits and Demerits of the methods.

13L

Suggested Readings

1. Batra Rajeev, Aaker, David A., Myers, John G., Swaminathan, F. Advertising Management, Pearson Education
2. Belch, George E., Belch, Michael A., Purani, Keyoor. Advertising and Promotion. Mc Graw Hill.
3. Kazmi, S.H.H., Batra, Satish K. Advertising & Sales Promotion. Excel Books.
4. Moriartry, Sandra, Mitchell Nancy D., Wells William D., Advertising & IMC. Principles and Practice. Pearson Education.
5. Narang Ritu – Advertising, Selling and Promotion. Pearson.
6. Krishnamurthi, Kavita, Rana, Nisha. Advertising Management. Global Vision Publishing House

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MAJOR (MJ) 9: SERVICE MARKETING
CREDIT: 4; FM: 75
HOURS: 60

Course content

Unit I: Introduction to Services Marketing: Meaning, nature and characteristics of services; Goods vs. services; Classification of services; Growth and importance of service sector in India; Scope, importance and challenges of services marketing

9L

Unit II: Consumer Behaviour and Service Strategy: Consumer behaviour in services; Customer expectations and perceptions; Service encounter and moments of truth; Segmentation, targeting and positioning of services; Service differentiation and competitive advantage

10L

Unit III: Services Marketing Mix: 7Ps of Services Marketing**:** Product, Price, Place, Promotion, People, Process and Physical Evidence; Service product and service innovation; Pricing and distribution of services; Service communication; Role of people, process and physical evidence

11L

Unit IV: Service Quality and Customer Satisfaction: Concept and dimensions of service quality; Service Quality Gaps Mode; SERVQUAL; Customer satisfaction and loyalty; Service failure, complaints and service recovery; Service guarantees

10L

Unit V: Service Delivery and Relationship Marketing: Service delivery system; Customer participation and co-creation; Demand and capacity management; Relationship marketing and customer retention; Customer Relationship Management (CRM); Internal marketing and employee empowerment

11L

Unit VI: Contemporary Issues and Applications: Digital and technology-enabled services; E-services, mobile services and self-service technologies; Service innovation and customer experience; Marketing of banking, insurance, healthcare, education services; Ethical, social and consumer-protection issues; Emerging trends in services marketing

9L

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Suggested Readings

1. Zeithaml, V. A., Bitner, M. J., Gremler, D. D., Mende, M. & Shainesh, G. – *Services Marketing: Integrating Customer Focus Across the Firm*, McGraw Hill.
2. Lovelock, C. H., Wirtz, J. & Chatterjee, J. – *Services Marketing: People, Technology, Strategy*, Pearson.
3. Shanker, R. – *Services Marketing: The Indian Perspective*, Excel Books.
4. Nargundkar, R. – *Services Marketing: Text and Cases*, Tata McGraw-Hill.
5. Verma, H. V. – *Services Marketing: Text and Cases*, Pearson.
6. Srinivasan, R. – *Services Marketing: The Indian Context*, PHI Learning.

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MAJOR (MJ) 10: CONSUMER BEHAVIOUR
CREDIT: 4; FM: 75
HOURS: 60

Course contents:

Unit I: Consumer Behaviour: Introduction: Definition, Nature, Scope; Applications in Marketing; Evolution; Understanding consumers and market segments; Consumer behavior and marketing strategy; Psychographic dimensions: Consumer motivation, perception, personality, information processing, attitude formation and attitude change.

16L

Unit II: Factors affecting Consumer Behaviour: External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family; Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

10L

Unit III: Consumer Decision Making: Types of consumer decisions, Consumer Decision Making Process: Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation; Buying pattern in the new digital era.

10L

Unit IV: Consumer Motivation & Personality:
Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation
Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

12L

Unit V: Marketing Communication and Decision-Making Models:
Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication,
Consumer Decision Making Models – Black Box Model - Economic model - Howard & Sheth model

12L

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Suggested Readings

1. Consumer Behaviour – Satish K Batra, S H H Kazmi
2. Consumer Behaviour in Indian Context – K K Srivastava, Sujata Khandai
3. Hawkins, Best and Coney, Consumer Behaviour,Tata McGraw Hill, New Delhi.
4. S H H Kazmi, Jamal Akhtar, Consumer behaviour –Text and cases.
5. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
6. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
7. David L. Loudon,Albert J.Della Bitta,Consumer Behaviour Concepts and Applications
8. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi

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MAJOR ELECTIVE (MJE)

MAJOR ELECTIVE (DSE)-1: SALES MANAGEMENT
CREDIT: 4; FM: 75
HOURS: 60

Course content

UNIT I — INTRODUCTION TO SALES MANAGEMENT

Meaning and definition of sales management - Nature and characteristics of sales management- Scope of sales management -Importance of sales management -Objectives of sales management - Selling concept vs. marketing concept - Meaning of selling- Qualities of a successful salesperson- Functions of a sales manager. **12L**

UNIT II — SALES ORGANISATION

Sales Organisation-its meaning and importance – Principles of Sales Organisation- Types of Sales Organisation- Line and Staff Organisation – Product based organisation – Customer based organisation – Geographic organization- Relationship between sales department and other departments- Role and responsibilities of sales manager - Centralisation and decentralisation of sales activities. **13L**

UNIT III — SALES PLANNING AND FORECASTING

Sales Planning - Meaning and importance - Meaning and importance - Meaning and importance - Objectives of sales planning - Components of a sales plan- Sales planning process –Sales Forecasting-meaning and importance - Characteristics of a good sales forecast - Factors affecting sales forecasting- Sales forecasting process

13L

UNIT IV — SALES TERRITORY AND SALES QUOTA

Sales Territory -Meaning and importance- Objectives of sales territory- Factors determining sales territories - Procedure for designing sales territories - Allocation of sales territories – Sales Quota –Meaning and Importance- Objectives – Types of Sales Quota - Sales volume quota - Profit quota - Activity quota.

10L

UNIT V — SALES FORCE MANAGEMENT

Sales Force - Meaning and importance - Types of salespersons - Functions and responsibilities of salespersons - Characteristics of an effective sales force - Determining the size of sales force- Recruitment and Selection - Meaning and importance - Internal and external recruitment - Recruitment process - Training and Development - Meaning and importance of sales training -

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On-the-job and off-the-job training - Sales Force Compensation- Methods of compensation: Straight salary - Straight commission - Salary plus commission - Bonus system.

12L

Suggested Reading:

1. Still, Richard R., Edward W. Cundiff & Norman A. P. Govoni — *Sales Management: Decisions, Strategies and Cases* .
2. Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr. & Michael R. Williams — *Sales Management: Analysis and Decision Making*
3. Cundiff, E. W., Still, R. R. & Govoni, N. A. P. — *Fundamentals of Modern Marketing*
4. Philip Kotler & Kevin Lane Keller — *Marketing Management* .
5. William J. Stanton, Michael J. Etzel & Bruce J. Walker — *Fundamentals of Marketing*
6. Spiro, Rosann L., William J. Stanton & Gregory A. Rich — *Management of a Sales Force*
7. P. Saravanavel & S. Sumathi — *Sales Management*
8. R. Srinivasan — *Sales Management*

OR

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MAJOR ELECTIVE (DSE)-1: SUPPLY CHAIN MANAGEMENT
CREDIT: 4; FM: 75
HOURS: 60

Course content

Unit - I: Introduction to Supply Chain Management - Definitions of Logistics and Supply Chain Management, Evolution of Supply Chain Management, Objectives of SCM, Supply Chain network and flow of materials and information, Logistics and Distribution Channels, Different modes of transportation, Logistics Management Concepts – Total Logistical Cost V/s. Customer Service, Efficiency V/s. Responsiveness in SCM, Supply Chain Drivers/Enablers, Glimpses of SC magnitude and potential, SCM decision making – Strategic, Tactical and Operational.

14L

Unit – II: SCM Dynamics and Alignment - SCM alignment processes with customer order-management system, Supply chain integration through push-pull mechanism, Bullwhip effect: concept, causes and remedies.

10L

Unit – III: Supply Chain Sourcing Practices - Procurement, Purchasing, Supply Management, and Strategic Sourcing, make versus buy decisions, Supplier Selection, Rating and Development, Sourcing Best Practices.

12L

Unit – IV: Best Practices in SCM - Supplier tierization, Reverse logistics, Vendor-managed inventory (VMI), Milk round system, Hub and spoke, Third- and Fourth-party logistics (3PL and 4PL), Cross docking, Drop shipping, Trans-shipment, Risk-pooling, Bar coding and RFID, Lean operations.

12L

Unit – V: CRM and Information Technology Management in SCM - Concept of CRM and its linkage with SCM, Concept, practices and implications of techniques, such as Value-Added Services and Strategic Pricing, Need and role of IT in SCM, ERP and SCM, Trends and future of IT in SCM.

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Suggested Readings:

1. Li, L. (2007). Supply chain management: Concepts, techniques and practices: Enhancing value through collaboration. World Scientific Publishing Company.
2. Chopra, S., Kalra, D. V., & Dwivedi, G. (2024). Supply chain management: Strategy, planning, and operation (7th rev. ed.). Pearson Education.
3. Sanders, N. R., & Padhi, S. S. (2023). Supply chain management (3rd ed.). Wiley India.
4. Ballou, R. H., & Srivastava, S. K. (2011). Business logistics/supply chain management (5th ed.). Pearson.
5. Handfield, R. B., & Nichols, E. L. (2015). Introduction to supply chain management. Pearson.

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MINOR (MI)

MINOR (MI) 5: CONSUMER FINANCE
CREDIT: 4; FM: 75
HOURS: 60

Course content

Unit I: Introduction to Consumer Finance: Meaning, nature and importance of consumer finance; Role of consumer finance in modern markets; Types of consumer finance; Sources of consumer finance; Mode of consumer finance; Demand for consumer finance; Terms of consumer finance; Consumer finance: advantages and limitations

12L

Unit II: Consumer Credit and Loans: Basic concepts of credit, interest and instalments; Consumer credit: meaning and features; Personal loans and consumer durable loans; Education and vehicle loans; Hire Purchase System: meaning, characteristics, advantages and disadvantages; Hire Purchase Agreement: Concept; Instalment Credit System: meaning and features; Distinction between hire purchase system and instalment system.

12L

Unit III: Real Estate Financing: Housing: Meaning; Real Estate Financing: Concept; Models of housing projects; Real Estate Financing: Major Issues; Rea Estate Financing: Growth Factors; Real Estate Financing Assistance: Factors; Real Estate Financing Institutions: Features and Roles of National Housing Bank, Housing Development Finance Corporation Limited; Housing and Urban Development Corporation of India

13L

Unit IV: Credit Cards and Digital Consumer Finance: Credit Cards: features, benefits and limitations; Classification of Credit Cards; Innovative Cards; Credit Card Cycle; Bank Card Association; Credit Card Structure; Credit Card Frauds; Credit Information Bureau; Debit cards and prepaid cards; Digital payments and mobile banking; Buy Now Pay Later (BNPL); Digital lending and basic risks

11L

Unit V: Consumer Finance in Marketing: Consumer finance in purchasing decisions; Financing consumer durables and lifestyle products; Credit facilities: Impact on consumer demand; Promotional financing and interest-free schemes; Consumer behaviour and credit purchase; Creditworthiness and credit score: basic concepts; Responsible borrowing and repayment; Over-borrowing and debt management; Consumer protection in financial transactions; Fraud, cyber risks and safe digital financial practices

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Suggested Readings

1. Gurusamy, S. Merchant Banking and Financial Services, Tata McGraw Hill, New Delhi
2. Khan, M.Y. Indian Financial System, McGraw Hill, New Delhi
3. Bhole, L.M. & Mahakud, J. Financial Institutions and Markets, McGraw Hill, New Delhi
4. Tripathy, N.P. Financial Services, PHI Learning, New Delhi.
5. Pathak, B.V. Indian Financial System; Pearson.
6. IIBF – Principles and Practices of Banking

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