



SHIVAJI UNIVERSITY, KOLHAPUR-416 004. MAHARASHTRA

PHONE : EPABX-2609000 website- [www.unishivaji.ac.in](http://www.unishivaji.ac.in)

FAX 0091-0231-2691533 & 0091-0231-2692333 – BOS - 2609094

शिवाजी विद्यापीठ, कोल्हापूर – 416004.

दुरध्वनी (ईपीएबीएक्स) २६०९०००० (अभ्यास मंडळे विभाग- २६०९०९४)

फॅक्स : ००९१-०२३१-२६९१५३३ व २६९२३३३.e-mail:bos@unishivaji.ac.in

Ref./SU/BOS/Comm/6312

Date:- 22/06/2018

The Principal  
All Affiliated (Commerce) Colleges/ Institutions,  
Shivaji University, Kolhapur.

Subject: Regarding syllabi and equivalence of B.Com. Part- I (Sem. I & II)  
Choice Based Credit System (CBCS), degree programme under  
the Faculty of Commerce & Management.

Sir/Madam,

With reference to the subject mentioned above, I am directed to inform you that the university authorities have accepted and granted approval to the revised syllabi and equivalence of B.Com. Part-I (Sem. I & II) Choice Based Credit System (CBCS) under the Faculty of Commerce & Management.

1	Business Communication	9	Hindi
2	Micro Economics	10	Urdu
3	Management Principles & Applications	11	Kannada
4	Financial Accounting	12	Business Mathematics
5	Principles of Marketing	13	Insurance
6	History of Civilization	14	Geography
7	Marathi	15	Foreign Trade
8	Global Finance		

This revised syllabi and equivalence shall be implemented from the academic year 2018-2019 (i.e. from June 2018) onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in). (Online Syllabus).

The question papers on the pre-revised syllabi of above mentioned course will be set for the examinations to be held in October /November 2018 & March/April 2019. These chances are available for repeater students, if any.

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

Dy. Registrar

Encl: As above

Copy to;

- |   |  |   |                 |
|---|--|---|-----------------|
| 1 | Dean, Faculty of Commerce & Management               | } | for information |
| 2 | Chairman, BOS under Faculty of Commerce & Management |   |                 |

- |    |                                |   |                                       |
|----|--------------------------------|---|---------------------------------------|
| 3  | Appointment Section            | } | for information and necessary action. |
| 4  | P.G. Admission Section         |   |                                       |
| 5  | B.Com. Section                 |   |                                       |
| 6  | Affiliation Section (U.G./P.G) |   |                                       |
| 7  | Computer Centre                |   |                                       |
| 8  | Eligibility Section            |   |                                       |
| 9  | Distan Education               |   |                                       |
| 10 | P.G.Seminer Section            |   |                                       |

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



Estd 1962

NAAC 'A' Grade

Syllabus For

Bachelor of Commerce

B.Com. Part-I

CBCS Pattern

**PRINCIPLES of MARKETING**

**Sem-I & Sem-II**

Introduced from June 2018 and Onwards

(Subject to the modifications will be made from time to time)

Shivaji University Kolhapur  
B. Com. (CBCS Pattern)  
Part- I (Semester I )  
PRINCIPLES of MARKETING Paper I  
Generic Elective Course  
Introduce from June-2018-19

Credits : 4

Objective : The objective of this course is to provide basic knowledge of concepts, principles , tools and techniques of marketing.

Unit : I Introduction : Nature, Scope and importance of marketing ; Evolution of marketing concepts; marketing environment.

(15 Hours )

Unit : II- a) Consumer Behaviour – An Overview : consumer buying process; factors influencing consumer buying decisions.

b) Market Selection : Market segmentation – concept, importance and bases: Target market selection; positioning concept and importance product differentiation vs. market segmentation. .

(15 Hours )

Unit : III – Rural marketing : Growing importance; Distinguishing characteristics of rural marketing ; Understanding rural consumers and rural markets. marketing mix planning for rural markets .

(15 Hours )

Unit : IV- Recent developments in marketing: Social Marketing, Online marketing, green marketing . Markrting Information System-concept and components: Marketing Research and its process. .

(15 Hours )

Shivaji University Kolhapur  
B. Com. (CBCS Pattern)  
Part- I (Semester II)  
PRINCIPLES of MARKETING Paper II  
Generic Elective Course

Credits : 4

Objective : The objective of this course is to provide basic knowledge of 4P's of marketing and retailing

Unit : I – Product : Meaning and importance. Product classifications; Concept of product mix; Branding, packaging and labeling; Product-Support; Product life-cycle; New Product Development. .  
(15 Hours )

Unit : II –a) Pricing : Significance. Factors affecting price of a product. Pricing policies and Strategies.

b) Nature and Importance of promotion; promotion tools : advertising, personal selling, public relation & sales promotion -concept and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions. .  
(15 Hours )

Unit : III –Distribution : Channels of distribution – meaning and importance; Types of distribution channels ; Wholesaling and retailing ; Factors affecting choice of distribution channel; Physical Distribution. Direct marketing and Services marketing- concept and characteristics.

(15 Hours )

Unit : IV – Retailing ; Types of retailing – store -based and non-store based retailing, chain stores, specialty stores, supermarkets, retail vending machines, mail order houses, retail cooperatives; Management of retailing operations; an overview; Retailing in India : changing scenario.  
(15 Hours )

List of Reference Books -Principles of Marketing Paper-I &II  
( Semester I & II)

- 1- Kotler Philip, Gary Armstrong, Prafulla Agnihotri and Ahsan UI Haque. Principles of Marketing. 13<sup>th</sup> edition. Pearson Education.
- 2- Michael, J. Etzel, Bruce J. Walker, William J Stantion and Ajay Pandit. Marketing Concepts and Cases. ( Speical Indian Edition)
- 3- McCarthy, E Jerome and William D. Perreault, Basic Markting. Richard D. Irwin.
- 4- Lamb, Charles W, Joseph F. Hair, Dheeraj Sharma and Carl McDaniel Marketing :A South Asian Perspective Cengage Learning.
- 5- Pride William M. , D.C. Ferell. Marketing: Planning, Implementation & Control . Cengage Learning .
- 6- Majaro, Simon. The Essence of Marketing Perentice Hall, New Delhi
- 7- Zikmund William G and Michael D's Amico. Marketing :Creaing and Keeping Customers in an E- Commerce World. Thomson Learning.
- 8- Chhabra, T.N, and S.K. Grover. Marketing Management. Fourth Edition Dhanpat Rai & Company.
- 9- The Consumer Protection Act-1986.
- 10- Iacobucci and Kapoor, Marketing Management : A South Asian Perspective, Cengage Leaening

Note- Latest edition of text books may be used.

**Equivalence in accordance with titles and contents of paper**

( For CBCS semester pattern of B.Com. (Hons) .new syllabus)

Sr. No.	Title of Old Paper	Title of New Paper
1	PRINCIPLES of MARKETING Paper-I (Sem-I)	PRINCIPLES of MARKETING Paper-I (Sem-I)
2	PRINCIPLES of MARKETING Paper-II (Sem-II)	PRINCIPLES of MARKETING Paper-II (Sem-II)