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

I- Product Planning & Decisions
(25 Marks- 19 Lectures)
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)

Books for Study and Reference:

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.
Ramaswamy V.S. Namakumari S., ‘Marketing Management Planning, Implementation &
Control’, Mac Millan India Pvt. Ltd.
International.