



(Shri Ramkrishna Seva Mandal's)  
**ANAND COMMERCE COLLEGE**

An Autonomous College (2025-26 to 2034-35)

(Affiliated to Sardar Patel University)

NAAC ACCREDITED 'A' GRADE (3.04 CGPA)

ISO 9001:2015

Syllabus with effect from the Academic Year 2025-26



**Master of Commerce**  
**M.Com Semester – I**

Course Code	PC01ECOM02	Title of the Course	Insight Into Marketing Management I
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ul style="list-style-type: none"><li>To Understand the fundamental concepts of marketing management</li><li>Analyze market trends, consumer behavior, and competitor activity</li><li>Develop effective target marketing strategies</li><li>Understand consumer behavior and its impact on marketing</li><li>Develop effective product development and management strategies</li></ul>
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Course Description		
Unit	Description	Weightage
1.	<b>Introduction to Marketing Management</b> <ul style="list-style-type: none"><li>Definition and Scope of Marketing</li><li>Marketing Mix (4Ps)</li><li>Importance of Marketing in Business</li><li>Evolution of Marketing Concept</li><li>Marketing ethics and Social Responsibilities</li><li>Marketing's role in Strategic Planning</li></ul>	20%
2.	<b>Market Analysis and Research</b> <ul style="list-style-type: none"><li>Market Research Methods (Primary and Secondary)</li><li>Market Segmentation (Demographic, Psychographic, Behavioral)</li><li>Competitor Analysis</li><li>Market Trend Analysis</li><li>Data analysis and interpretation</li><li>Market research and report writing</li></ul>	20%
3.	<b>Target Marketing and Positioning</b> <ul style="list-style-type: none"><li>Segmentation, Targeting, and Positioning (STP)</li><li>Target Market Selection Criteria</li><li>Brand Positioning Strategies</li><li>Perceptual Mapping</li><li>Brand identity and image</li><li>Target market communication strategies</li></ul>	20%

<b>4.</b>	<b>Consumer Behavior</b> <ul style="list-style-type: none"> <li>• Buyer Behavior Models (Decision-Making Process)</li> <li>• Factors Influencing Consumer Behavior (Cultural, Social, Personal)</li> <li>• Customer Relationship Management (CRM)</li> <li>• Consumer Decision-Making Process</li> <li>• Consumer motivation and involvement</li> <li>• Post purchase behavior and loyalty</li> </ul>	<b>20%</b>
<b>5</b>	<b>Product Development and Management</b> <ul style="list-style-type: none"> <li>• Product Life Cycle (PLC) Stages</li> <li>• New Product Development Process</li> <li>• Product Portfolio Management</li> <li>• Product Differentiation Strategies</li> <li>• Product branding and packaging</li> <li>• Product cannibalization and obsolescence</li> </ul>	<b>20%</b>

\*Units will have the same Weightage in the evaluation as suggested in the course outline.

<b>Teaching-Learning Methodology</b>	<ul style="list-style-type: none"> <li>• Use of PowerPoint presentation, small caselets discussion, real life company examples, group discussion, Seminar presentation</li> </ul>
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<b>Evaluation Pattern</b>		
Sr. No.	Details of the Evaluation	Weightage
<b>1.</b>	Internal/Written Examination	<b>20%</b>
<b>2.</b>	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance	<b>10%</b>
<b>3.</b>	End semester Examination	<b>70%</b>

\* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

<b>Course Outcomes: Having Completed this course, the students will be able to</b>	
<b>1.</b>	Evaluate the impact of marketing on business performance.
<b>2.</b>	Conduct market research using primary and secondary data.
<b>3.</b>	Identify target market segments and develop a target marketing strategy
<b>4.</b>	Evaluate the impact of consumer behavior on marketing strategies.
<b>5.</b>	Analyze the effectiveness of product portfolio management.

<b>Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)</b>	
Sr. No	References
<b>1.</b>	Philip Kotler, P. (2012). "Marketing Management" (14th edition). Person Education
<b>2.</b>	Malhotra, N.K. (2019). Marketing Research: An Applied Orientation (7th ed.). Person Education.
<b>3.</b>	Aaker, J.L. (2019). Brand Leadership. Free Press.
<b>4.</b>	Solomon, M.R. (2020). Consumer Behavior: Buying, Having, and Being (13th ed.). Pearson.
<b>5.</b>	Crawford, C.M. & Di Benedetto, C.A. (2011). New Products Management (10th ed.). McGraw-Hill.

**On-Line Resources available that can be used as Reference Material**

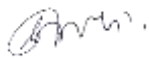
<https://www.productplan.com/glossary/product-development/>

<https://hbr.org/topic/product-development>

<https://www.ideo.com/pages/design-thinking>

**UGC-MOOCs courses:**

Principles of Marketing, Marketing Management



**Chairman**

**BOS of Management**

**Anand Commerce College**



**Academic Coordinator**

**Anand Commerce College**



**Principal**

**Anand Commerce College**