



(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 as per NEP 2020 with effect from the Academic Year 2025-26



**Bachelor of Vocation**  
**ACCOUNT & FINANCE**  
**B Voc Semester – I**

<b>Course Code</b>	<b>UBV01MDCA03</b>	<b>Title of the Course</b>	<b>Fundamentals of Marketing Management</b>
<b>Total Credit of Course</b>	<b>04</b>	<b>Hours Per Week</b>	<b>04</b>

<b>Course Objectives</b>	<ul style="list-style-type: none"><li>• Explain the core marketing concepts and how the marketing environment in India influences business strategies.</li><li>• Analyze how businesses use segmentation, targeting, and positioning (STP) to effectively reach and serve their target market.</li><li>• Apply the concept of the Product Life Cycle to suggest suitable marketing strategies for different stages of a product's life.</li><li>• Evaluate the role of pricing, promotion, and distribution strategies in creating customer value and competitive advantage.</li><li>• Design a comprehensive 7Ps marketing mix strategy for a service-based business to enhance customer satisfaction and service quality.</li></ul>
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<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>Introduction to Marketing and Marketing Environment</b> <ul style="list-style-type: none"><li>• Definition &amp; Nature of Marketing</li><li>• Scope of Marketing</li><li>• Importance of Marketing</li><li>• Evolution of Marketing – From barter system to digital marketing.</li><li>• Core Marketing Concepts – Needs, wants, demand, value, satisfaction, exchange.</li><li>• Company Orientation – Production, Product, Selling, Marketing, and Holistic concepts.</li><li>• Marketing Environment (Indian Context) – Demographic, Economic, Political, Legal, Socio-cultural, Technological.</li></ul>	<b>20%</b>
<b>2.</b>	<b>Market Segmentation, Targeting, and Positioning</b> <ul style="list-style-type: none"><li>• Segmentation – Meaning and Purpose – Dividing the market into distinct groups.</li><li>• Levels of Market Segmentation</li><li>• Basis of Consumer Segmentation</li><li>• Targeting – Choosing the right segment to serve.</li><li>• Positioning – Creating a distinct image in customers' minds.</li><li>• Examples of STP in Real Life – Short practical applications in Indian context.</li></ul>	<b>20%</b>
<b>3.</b>	<b>Product Decisions and Product Life Cycle</b> <ul style="list-style-type: none"><li>• Product – Definition and Features</li></ul>	<b>20%</b>

	<ul style="list-style-type: none"> <li>Product Classification – Consumer goods, industrial goods.</li> <li>Product Life Cycle (PLC) – Introduction, Growth, Maturity, Decline.</li> <li>Marketing Strategies in PLC Stages – Varying marketing mix as per life cycle stage.</li> <li>Product Line and Product Mix Decisions</li> <li>Branding Decisions – Brand name, logo, brand loyalty.</li> <li>Packaging &amp; Labelling – Importance, functions, and recent trends.</li> </ul>	
4.	<b>Pricing, Promotion, and Distribution</b> <ul style="list-style-type: none"> <li>Factors Affecting Pricing Decisions</li> <li>Pricing Methods – Cost-based, competition-based, value-based (basic overview).</li> <li>Adapting Prices – Discounts, allowances, geographic pricing.</li> <li>Promotion Mix</li> <li>Factors Determining Promotion Mix</li> <li>Marketing Channels – Meaning &amp; Need</li> <li>Types of Intermediaries – Wholesalers, Retailers, Agents.</li> </ul>	20%
5.	<b>Marketing of Services and 7Ps Strategy</b> <ul style="list-style-type: none"> <li>Definition of Services – Intangible, perishable, inseparable, variable.</li> <li>Differences Between Goods and Services</li> <li>Unique Characteristics of Services</li> <li>Importance of Services Marketing</li> <li>7Ps of Services Marketing – Product, Price, Place, Promotion, People, Process, Physical evidence.</li> <li>Strategies for Service Firms – Service quality, customer satisfaction, relationship marketing.</li> </ul>	20%

<b>Teaching – Learning Methodology</b>	Learner-centered Instructional methods, Direct method Quiz, Group Discussion, Assignments Interactive sessions, seminars, visual presentations, Project based learning Use of e-resources, including films
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### Internal and / or External Examination Evaluation

Evaluation and Exam Pattern			
Sr. No.	Details of Evaluation / Exam Pattern	50 Marks (%)	25 Marks (%)
1.	Class Test	15	10
2.	Quiz	15	5
3.	Active Learning	5	-
4.	Home Assignment	5	5
5.	Class Assignment	5	-
6.	Attendance	5	5
<b>Total Internal (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>
<b>Total External (%)</b>		<b>50 (100%)</b>	<b>25 (100%)</b>

<b>Course Outcomes:</b> Having completed this course, the learners will be able to	
1.	Explain the core concepts of marketing and the impact of the Indian marketing environment on business decisions.
2.	Analyze the strategies of segmentation, targeting, and positioning (STP) to identify appropriate customer groups and market positioning.

3.	Apply product-related decisions including product life cycle stages, branding, packaging, and product mix in real business contexts.
4.	Evaluate different pricing, promotion, and distribution strategies to enhance customer reach and profitability.
5.	Develop a complete marketing strategy for service businesses using the 7Ps framework, emphasizing customer satisfaction and service quality.

<b>Suggested References:</b>	
<b>Sr. No.</b>	<b>References</b>
1.	Kotler, P., Armstrong, G., Agnihotri, P. Y., & Ul Haq, E. (2019). <i>Principles of marketing: A South Asian perspective</i> . Pearson.
2.	Kotler, P., & Keller, K. L. (2015). <i>Marketing management</i> (15th ed.). Pearson.
3..	Ramaswamy, V. S., & Namakumari, S. (2013). <i>Marketing management: Global perspective – Indian context</i> (5th ed.). Macmillan Publishers India Ltd.
Digital resources to be used if available as reference material	
Digital Resources	
<a href="https://www.brafton.com/blog/content-marketing/marketing-fundamentals-101/">https://www.brafton.com/blog/content-marketing/marketing-fundamentals-101/</a>	
<a href="https://www.youngurbanproject.com/7ps-of-service-marketing/#:~:text=What%20Does%20the%207Ps%20of,delivered%2C%20and%20perceived%20by%20customers.">https://www.youngurbanproject.com/7ps-of-service-marketing/#:~:text=What%20Does%20the%207Ps%20of,delivered%2C%20and%20perceived%20by%20customers.</a>	
<a href="https://youtu.be/6jobOJy96jM?si=t0s7JhdaTTg7gmZR">https://youtu.be/6jobOJy96jM?si=t0s7JhdaTTg7gmZR</a>	



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Anand Commerce College



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**Principal**  
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