



(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 – II

Course Code	PC02ECOM02	Title of the Course	Insight Into Marketing Management II
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	<ul style="list-style-type: none">• To Develop effective pricing strategies• Understand distribution channels and logistics management• Develop effective promotional strategies• Understand digital marketing and social media management• Evaluate marketing performance using metrics and analytics
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Course Content		
Unit	Description	Weightage* (%)
1.	Pricing Strategies <ul style="list-style-type: none">• Pricing Objectives (Revenue, Profit, Market Share)• Pricing Methods (Cost-Based, Value-Based, Competition-Based)• Price Elasticity and Sensitivity• Dynamic Pricing Strategies• Price discrimination and yield management• Pricing in different market structures	20%
2.	Distribution Channels and Logistics <ul style="list-style-type: none">• Channel Types (Direct, Indirect, Hybrid)• Channel Management and Logistics• Supply Chain Management• Channel Conflict Resolution• Distribution channel strategy and design• Logistics and transportation management	20%

3.	Promotion and Advertising <ul style="list-style-type: none"> • Promotional Mix (Advertising, Sales Promotion, Public Relations) • Advertising Strategies and Media Planning • Sales Promotion Techniques • Measuring Advertising Effectiveness • Public relations and Crisis management 	20%
4.	Digital Marketing and Social Media <ul style="list-style-type: none"> • Online Marketing Channels (SEO, Social Media, Email) • Digital Advertising (Paid Search, Display Ads) • Content Marketing and Influencer Marketing • Social Media Metrics and Analytics • Mobile Marketing and App Development • Digital Marketing Strategy and Planning 	20%
5.	Marketing Metrics and Performance Measurement <ul style="list-style-type: none"> • Meaning of marketing metrics and Key Performance Indicators (KPIs) • Marketing Research and Data Analysis • Return on Investment (ROI) Analysis • Marketing Dashboard and Reporting • Marketing budgeting and Cost analysis • Marketing performance, Evaluation and improvement 	20%

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

Teaching-Learning Methodology	Use of PowerPoint presentation, small caselets discussion, real life company examples, group discussion, Seminar presentation.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination.	20%
2.	Internal Continuous Assessment in the form of Practical, Viva-Voce, Quizzes, Seminars, Assignments, Attendance.	10%
3.	End of the Semester Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Evaluate the effectiveness of pricing strategies.
2.	Develop a distribution channel strategy.
3.	Evaluate the impact of promotion on business performance.
4.	Identify the key elements of digital marketing.
5.	Develop a marketing dashboard.

Suggested References:	
Sr.No.	References
1.	Nagle, T.T., Hogan, J.E., & Zale, J. (2016). The Strategy and Tactics of Pricing: A Guide to Growing More Profitably (6th ed.). Routledge.
2.	Bowersox, D.J., Closs, D.J., & Cooper, M.B. (2019). Supply Chain Logistics Management (5th ed.). McGraw-Hill.
3.	Belch, G.E. & Belch, M.A. (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective (12th ed.). McGraw-Hill.
4.	Chaffey, D. & Ellis-Chadwick, F. (2019). Digital Marketing (7th ed.). Pearson.
5.	Bendle, N.T., Farris, P.W., Pfeifer, P.E., & Reibstein.
Digital resources to be used if available as reference material	
1. https://hbsp.harvard.edu	
2. https://digitalmarketinginstitute.com	
UGC-MOOCs courses:	
Principles of Marketing, Marketing Management	



Chairman
BOS of Commerce
Anand Commerce College



Academic Coordinator
Anand Commerce College



Principal
Anand Commerce College