

# National Education Policy – 2020

## Minor Vocational Course

### B.Com./B.A./B. Sc. 2<sup>nd</sup> Year (3<sup>rd</sup> Semester)

Subject Title: **Marketing and Salesmanship**

Subject Code: **MVP- MS201**

After completing the course, the student shall be able to:

- The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.
- Ability to understand the concept of Digital Marketing along with the basic forms and norms of Digital Marketing
- Concept of salesmanship, salesman qualities, selling techniques.

Programme: <b>Certificate</b>		Year: <b>Second</b>		Semester: <b>Third</b>	
Total Number of Hours: 15+30		Theory		Practical	
Credit		1		2	
Hours / Week		1		4	
Scheme of Examination					
Theory: 40			Practical:60		
	Final Examination	Internal Assessment (CT+TA)	Final Examination	Internal Assessment (Assignment and Attendance)	
Max. Marks	40	NA	50	10	
Min. Passing Marks	13	NA	25	05	
<b>Total Number of Hours: 15+30</b>					
UNIT	<b>Particulars (Theory + Practical)</b>				<b>No. of Lectures</b>
<b>I</b>	<b>Market:</b> Meaning, Definition and Classification of Market. <b>Marketing:</b> Meaning, Concepts, Evolution, Importance and Functions of Marketing, Marketing V/S Selling <b>Market Segmentation:</b> An Introduction, Concept, Importance, Limitations and Bases for Market Segmentation. <b>Consumer Behavior:</b> Concept and Importance of Consumer behavior, Consumer Buying Process and Factor Influencing Consumer Buying Behavior Decisions.				<b>8</b>
<b>II</b>	<b>Marketing Mix:</b> Introduction, Meaning Elements and Importance of Marketing Mix. Marketing Environment. <b>Product:</b> Meaning, Importance and Classifications of Product, Concept of Product Items, Product Line and Product Mix, Branding, Packaging and				<b>10</b>

	Labelling, After Sales Services, Product Life Cycle, New Product Development, Factor Considered for Product Management. <b>Pricing:</b> Meaning and Definition, Pricing objectives, Significance and Methods, Factors Influencing Pricing, Pricing Policies and Strategies.	
<b>III</b>	<b>Place Mix:</b> Meaning and Definition of Place Mix, Importance, Types of Distribution Channels – consumer goods and Industrial Goods, Factors Influencing selection of Channels, Whole Seller and Retailer, Warehousing, Transportation <b>Promotion Mix:</b> Meaning of Promotion Mix, Elements of Promotion Mix-Advertising, Personal Selling, Public Relation and Sales Promotion, Factors Affecting Market Promotion Mix, Promotion Techniques or Methods	<b>9</b>
<b>IV</b>	<b>Salesmanship:</b> Meaning and Definition of Salesmanship, Features of Salesmanship, Scope of Salesmanship, Modern Concept of Salesmanship, Utility of Salesmanship, Elements of Salesmanship, Salesmanship : Arts or Science, Salesmanship – a Profession, Qualities of Salesman, Psychology of Salesmanship – Attracting Attention, Awakening Interest, Creating Desire and Action, Stages in Process of Selling. Salesmanship: Product and Customer Knowledge.	<b>10</b>
<b>V</b>	<b>Sales Planning:</b> Concept, Importance, Types and Process of Sales Planning, Sales Forecasting, Sales Quota and Sales Budget. Sales Organisation, Sales Force Management, Sales Control. <b>Recent Trends of Marketing:</b> Rural Marketing, Green Marketing, Digital Marketing, Niche Marketing, E-Marketing, Social Medea Marketing.	<b>8</b>
<b>Reference;</b>		
<ol style="list-style-type: none"> <li>1. Kotler, Philip; Keller, Kevin Lane; Koshy, Abraham, and Mithileshwar Jha, Marketing Management: A South Asian Perspective, Pearson Education.</li> <li>2. Palmer, Adrian, Introduction to Marketing, Oxford University Press, UK</li> <li>3. Lamb, Charles W.; Hair, Joseph F., and Carl McDaniel, Principles of Marketing, South Western Publishing, Ohio</li> <li>4. Chhabra, T.N., Principles of Marketing, Sun India Publication.</li> <li>5. Kumar, Arun &amp; N. Meenakshi, Marketing Management, Vikas Publications. (Hindi and English)</li> <li>6. Pandey, Adesh K., “Concepts of E-Eommerce”, S.K. Kataria &amp; Sons.</li> <li>7. Kapoor, Neeru. E-Marketing, Pinnacle learning</li> <li>8. Kotler, Philip, HermawanKartajaya, and Iwan Setiawan (2017). Digital Marketing:</li> <li>9. Mathur. S. P., (2009), Sales Management, Rajsthan Hindi Granth Akadami, Jaipur (Hindi).</li> </ol>		
<b>Suggested Continuous Evaluation Methods:</b>		
Assignment / Test / Quiz (MCQ) / Seminar/ Presentations/ Research orientation of students		
<b>Suggested equivalent online:</b> Swayam.		