

## As Per NEP 2020

# University of Mumbai



Syllabus for Basket of Open Electives	
Ad- hoc Board of Studies in BMS	
UG First Year Programme	
Semester	II
Title of Paper	Credits 2/4
Marketing Mix - II	2
From the Academic Year	2024-25

Sr. No.	Heading	Particulars
1	<b>Description the course:</b>	Management is not only an essence in all fields but it is a prevalent tool in the hands of corporates to governments. From planning to controlling and from budgeting to reporting, all managerial elements are the most essential parts of daily life. So the learners need to know about all aspects from rural development to creating artificial intelligence. They will understand how to develop India, one of the fifth most powerful economies in the world. It is expected that the learners should learn how to develop our economy and management for the future generation from these managerial facets.
2	<b>Vertical:</b>	Major/Minor/ <b>Open Elective</b> /Skill Enhancement / Ability Enhancement/Indian Knowledge System (Choose By √ )
3	<b>Type:</b>	Theory / Practical
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted:</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks
7	<b><u>Course Objectives:</u></b> <ol style="list-style-type: none"> <li>To facilitate the students to understand the importance and the relevance of place and promotion in today's marketing environment.</li> <li>To understand the need &amp; application of place and promotion as the marketing mix variables.</li> <li>To understand how to effectively make use of place and promotion to improve sales.</li> </ol>	
8.	<b><u>Course Outcomes:</u></b> CO1) Students will understand thoroughly place and promotion as marketing mix variables to solve marketing problems. CO2) Learner should apply and analyse place and promotion marketing mix skills in marketing manager. CO3) Learners should evaluate and create marketing strategy with place and promotion as an important marketing	
9.	<b>Modules:</b>	
	<b><u>Module-1 Place/ Physical Distribution</u></b>	
	<ol style="list-style-type: none"> <li>Channels of distribution – meaning – factors affecting channel selection-types of marketing channels, Functions of Distribution Channel</li> </ol>	

	b) Physical distribution - Importance of distribution in developing country- Middlemen- Importance, Types- selection and managing dealers- Distribution Channels Management - Importance, types	
	<b><u>Module-2 Promotion Mix</u></b>	
	a) Promotion – Meaning definition - Characteristics, Significance, Types, Role of promotion in marketing, Promotional strategies b) Promotion mix - Components, Factors affecting the promotion mix , Building skills for effective promotion in marketing management, Sales promotion- Meaning -Types.	
10	<b>Text Books &amp; Reference Books:</b> <ul style="list-style-type: none"> <li>• <i>K.S. Chandrasekar, Marketing Management Text and Cases, Tata McGraw-Hill Publication, New Delhi.2010, Govindarajan</i></li> <li>• <i>Marketing Management Concepts, Cases, Challenges and Trends, Prentice Hall of India, New Delhi. 2009 Philip Kotler</i></li> <li>• <i>Marketing Management- Analysis Planning and Control, Prentice Hall of India, New Delhi, Ramaswamy. V S &amp; Namakumari. S</i></li> <li>• <i>Fundamentals of Marketing, Tata-McGraw Hill, New Delhi. Stanton, Etzel, Walker</i></li> </ul>	
11	<b>Internal Continuous Assessment: 40%</b>	<b>External, Semester End Examination Individual Passing in Internal and External Examination : 60%</b>
12	<b>Continuous Evaluation through:</b> Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	
13	<b>Format of Question Paper: for the final examination</b> <b>External Paper Pattern (30 Marks)</b> Q1. Case Study Analysis 10 Marks  Q2. Answer the following (Any One) 10 marks A <b>Or</b> B  Q3. Answer the following (Any One) 10 Marks A <b>Or</b> B	

**Sign of the BOS  
Chairman  
Prof. Dr. Kanchan  
Fulmali  
BOS in BMS**

**Sign of the  
Offg. Associate Dean  
Dr. Ravikant Balkrishna  
Sangurde  
Faculty of Commerce**

**Sign of the  
Offg. Associate Dean  
Prin. Kishori Bhagat  
Faculty of  
Management**

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Offg. Dean  
Prof. Kavita Laghate  
Faculty of Commerce  
& Management**