

# Marketing

## Subject Experts (Commerce)

Members of Course Frame Work Committee Four Year

Degree Programme under CBCS Pattern in the light of NEP 2020 at Raj Bhawan, Patna

Sl.No.	Experts Name	University	Email	Mobile No.	Signature
1	Prof. (Dr.) Lakshman Singh, Professor and Dean	Jai Prakasyh University, Chapra	<a href="mailto:dr.lakshmansingh1960@gmail.com">dr.lakshmansingh1960@gmail.com</a>	9430298722	<i>L. Singh</i> 19.9.23
2	Prof. Prakash Kr. Verma Professor & Head	Patliputra Univ., Patna	<a href="mailto:pk1960v@gmail.com">pk1960v@gmail.com</a>	9473030650	<i>P. Verma</i> 19.9.23
3	Prof. N. K. Jha Professor & Head	Patna Univ., Patna	<a href="mailto:nkjhacommercepu@gmail.com">nkjhacommercepu@gmail.com</a>	9431049264	<i>N. K. Jha</i> 19.09.2023
4	Prof. Sanjay Kumar Singh Professor & Head	VKSU, Ara	<a href="mailto:pdsvksu64@gmail.com">pdsvksu64@gmail.com</a>	9431661369	<i>S. Singh</i> 19/09/23
5	Prof. Syed Alay Mujtaba Professor & Head	BRABU, Muzaffarpur	<a href="mailto:syedalaymujtaba111@gmail.com">syedalaymujtaba111@gmail.com</a>	9430805392	<i>S. Alay</i> 19.9.23
6	Prof. R. K. Srivastava Professor	BRABU, Muzaffarpur	<a href="mailto:rk5srivastav@gmail.com">rk5srivastav@gmail.com</a>	8789208492	<i>R. K. Srivastava</i> 19.9.23
7	Dr. S. B. Lall Professor	Patna Univ., Patna	<a href="mailto:lallshankblanshan@gmail.com">lallshankblanshan@gmail.com</a>	8218090043	<i>S. B. Lall</i> 19/9/23
8	Dr. Divakar Jha Associate Professor	LNMU, Darbhanga	<a href="mailto:jhadivakar69@gmail.com">jhadivakar69@gmail.com</a>	6206112610	<i>D. Jha</i> 19/9/23
9	Prof. Ashutosh Kumar Dutta Professor	TMBU, Bhagalpur	<a href="mailto:duttaashutosh44@gmail.com">duttaashutosh44@gmail.com</a>	9431412830	<i>A. K. Dutta</i> 19.09.23
10	Dr. Raj Manohar Kumar Associate Professor	Munger Univ., Munger	<a href="mailto:rajmanoharkumar240766@gmail.com">rajmanoharkumar240766@gmail.com</a>	9507556456	<i>R. Manohar</i> 19.09.23
11	Dr. Binod Kumar Associate Professor	RLSY Collegel Betia, BRABU, Muzaffarpur	<a href="mailto:drbinod1985@gmail.com">drbinod1985@gmail.com</a>	99354626371	<i>B. Kumar</i> 19/09/23
12	Shri Dharendra Kumar*	J.L.N.M. College Nawahi Sursand, BRABU, Muzaffarpur	<a href="mailto:prof.dhirendrakumar@gmail.com">prof.dhirendrakumar@gmail.com</a>	8969119629	<i>D. Kumar</i> 19-09-23
13	Dr. Mahajabeen Parveen Assistant Professor	BRABU, Muzaffarpur	<a href="mailto:mahjabeenmahfooz@gmail.com">mahjabeenmahfooz@gmail.com</a>	9973977640	<i>M. Parveen</i> 19-09-23
14	Dr. Lavanya Nupur Assistant Professor	BRABU, Muzaffarpur	<a href="mailto:lavanyanupur1988@gmail.com">lavanyanupur1988@gmail.com</a>	6200603250	<i>L. Nupur</i> 19/9/23

University of Bihar  
Faculty of Commerce  
4 year Degree Course under  
**CHOICE BASED CREDIT SYSTEM**  
Semester Scheme with Multiple Entry and Exit Option for  
Under Graduate Course as per NEP 2020

Syllabus for  
**B.COM- MARKETING**  
**GROUP-B**  
Session -2023-27 onwards

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**(B) Minor Courses MIC to be offered by the Department for students of other Departments of Commerce**

Sl. No.	Sem	Type of Course	Course Code	Name of Course	Credits	Marks CIA+ESE 30+70
1.	I	MIC-1	BCM/K/MIC-1	Principles & Functions of Marketing	3	100
2.	II	MIC-2	BCM/K/MIC-2	Advertising Management	3	100
3.	III	MIC-3	BCM/K/MIC-3	Sales & Distribution Management	3	100
4.	IV	MIC-4	BCM/K/MIC-4	Consumer Behaviour	3	100
5.	V	MIC-5	BCM/K/MIC-5	Rural Marketing in India	3	100
6.	V	MIC-6	BCM/K/MIC-6	Tourism Marketing	3	100
7.	VI	MIC-7	BCM/K/MIC-7	Service Marketing	3	100
8.	VI	MIC-8	BCM/K/MIC-8	Digital Marketing	3	100
9.	VII	MIC-9	BCM/K/MIC-9	Event Management	4	100
10.	VIII	MIC-10	BCM/K/MIC-10	International Marketing	4	100

Sub Total = 32

**Note:** The Department may reduce the syllabus of the Minor Courses as per the credit distribution. The Department concerned may also decide practical courses.

**(C) Multidisciplinary Courses to be offered**

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	MDC-1	To be selected from the basket	3	100
2.	II	MDC-2	To be selected from the basket	3	100
3.	III	MDC-3	To be selected from the basket	3	100

Sub Total = 09

**(D) Ability Enhancement Courses to be offered**

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	AEC-1	MIL	2	100
2.	II	AEC-2	Environmental Science	2	100
3.	III	AEC-3	Disaster Risk Management	2	100
4.	IV	AEC-4	NCC/NSS/NGOs/Social Service/ Scout and Guide/Sports	2	100

Sub Total = 08

**(E) Skill Enhancement Courses to be offered**

Sl. No.	Sem	Type of Course	Name of Course	Credits	Marks
1.	I	SEC-1	To be selected from the basket	3	100
2.	II	SEC-2	To be selected from the basket	3	100
3.	III	SEC-3	To be selected from the basket	3	100

Sub Total = 09

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	Facilitators to Communication, Effective Listening, Perception & Reality, Role of Opinion, Attitudes & Beliefs, Mal-functions of communication, Business Etiquettes.	
3	<b>Channels of Communications-</b> Formal, Informal, Rumour and informal communication Networks, Group Discussion, Paper Presentation, Speech, Debate, Quiz, Electronic Presentation.	08
4	<b>Forms of Business Communication,</b> Written Communication, Oral Communication, Non verbal Communication, Technology of Business Communication, Peculiarities of Communication in Indian Organizations, Conflict Management.	08
5	<b>Conduct of Meeting-</b> Agenda, Notice, Notes, Minutes, Office Memorandum, Office Orders, Press Release, Business Letter Writing-Need, functions & Kinds, Layout of letter writing, Types of letter writing, Report writing- Problems, Organization and techniques of writing.	08
<b>TOTAL</b>		<b>40</b>

### Suggested Readings:

1. N.S. Raghunathan & B. Santhanam, Business Communication, Margham Publications
2. Rajendra Pal and Korlehalli - Essentials of Business Communication
3. Sundar K- Business Communication, Vijay Nicole Imprints (P) Ltd.
4. Pillai and Bagawathi - Commercial correspondence and office management
5. R.S.N. Pillai & Bagavathi - Modern Commercial Correspondence
6. N.S. Pandurangan, B. Santhanam - Business Communication

## MINOR PAPERS

### GROUP-B: MARKETING

#### BCMK/MIC-1 : PRINCIPLES AND FUNCTIONS OF MARKETING

##### Objective:

To acquaint the learners about the Principles and practices as followed in Marketing of the Products and Services at the National and International level

##### Learning Outcomes

After the completion of the course, the student will be able to:

1. Acquaint with the concept of marketing and its functions in the present context.
2. Gain knowledge about marketing strategies.
3. Know the different aspects of marketing mix and develop the skill to promote the new product in the market.

#### BCMK/MIC-1 : PRINCIPLES AND FUNCTIONS OF MARKETING

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(Theory: 3 credits)

Unit	Topics to be covered	No. of Lectures
1	<b>Fundamentals of Marketing:</b> Meaning, Concept, Importance, Functions of Marketing. Marketing and Selling, Modern Marketing Concept, Relationship Marketing.	10
2	<b>Market Segmentation:</b> Meaning, Objectives and Importance of Market Segmentation. Basis of Market Segmentation, Marketing Strategy-Segmentation, Targeting and Positioning.	10
3	<b>Marketing Mix:</b> Meaning, Elements of Marketing mix Product, Price, Promotion and Place. New Product Development Process. Reasons for failure of new product development.	10
<b>Sub Total</b>		<b>30</b>

**Suggested Readings :**

1. Philip Kotler- Marketing Management
2. RSN Pillai- Modern Marketing, Chand Publication, N.Delhi.
3. Ramaswami- Marketing Management-Mc. Graw Hill
4. C.N. Sontakki-Marketing Management- Kalyani Publication
5. Arun Kumar Marketing Management-Vikas Publication. & N. Minakshi-

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## GROUP-B: MARKETING

### BCMK/MIC-2: ADVERTISING MANAGEMENT

#### Objective:

To teach the basics of Advertising as promotional tools in marketing and to develop a customer oriented attitude for designing advertising model for the business

#### Learning Outcomes:

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

1. Understand the Communication objectives behind advertising and promotions.
2. Understand the various advertising and media elements in the advertising decisions.
3. Identify the ethical and legal issues of advertising.

#### Course Contents

BCMK/MIC-2: ADVERTISING MANAGEMENT (Theory: 3 credits)		
Unit	Topics to be covered	No. of Lectures
1	<b>Introduction to Advertising</b> Communication Process, Information Response Hierarchy Models- AIDA Model & Hierarchy of Effects Model; Advertising Importance, types and objectives; DAGMAR Approach, Target audience selection-basis methods of setting of Advertising Budget.	10
2	<b>Advertising: Message and Media Decisions</b> Advertising Message-Advertising appeals Elements of print and broadcast advertising copy; Types of Advertising Media Strengths and limitations Factors influencing selection of advertising media Media scheduling.	10
3	<b>Advertising Effectiveness and Institutional Framework</b> Rationale of measuring advertising effectiveness communication and sales Effect, Pre and Post testing Techniques Advertising Agency: Role types and selection Ethical and legal aspects of advertising Role of Advertising Standards Council of India (ASCI)	10
<b>Sub Total</b>		30

#### Suggested Readings:

1. Basu, C. R. (1998). Business Organization and Management. New Delhi: McGraw Hill Publishing India.
2. Chhabra, T. N. (2011). Business Organization and Management. New Delhi: Sun India Publications.
3. Gupta, C. B. (2011). Modern Business Organization. New Delhi: Mayur Paperbacks.
4. Kaul, V. K. (2012). Business Organization and Management, Text and Cases. New Delhi: Pearson Education.
5. Koontz, H., & Weihrich, H. (2008). Essentials of Management. New York: McGraw Hill

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Education.

6. Singh, B. P., & Singh, A. K. (2002). Essentials of Management. New Delhi: Excel Books.
7. F. C. Sharma, Business Organisation, SBPD Publications, Agra
8. M.C. Shukla, Business Organisation, S. Chand Publications, New Delhi.
9. Y. P. Verma, Business Organisation, Sahitya Bhawan Publications, Agra.

### SEMESTER-III

#### **BCMK/MIC-3: SALES AND DISTRIBUTION MANAGEMENT**

##### **Objective:**

It aims to help management students understand the fundamentals of Sales management and Distribution management so as to recognize the need of Business and to have the effective Sales and Distribution strategies for the satisfaction of channel partners.

##### **Learning Outcomes:**

**After completion of the course, the learners will be able to:**

- Recognize and demonstrate the significant responsibilities of sales person as key individual.
- Understand the basic concepts and techniques of selling and their applications to managerial decision makings in the field

#### **COURSE CONTENTS:**

<b>BCMK/MIC-3: SALES AND DISTRIBUTION MANAGEMENT</b> (Theory: 03 credits)		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Lectures</b>
1	<b>Evolution of Sales Management:</b> Nature and Role of Sales Management. Sales Strategies: Relationship Strategy: Hard Sale Vs. Soft Sale Strategy, Setting Personal selling objective.	10
2	<b>Sales Training Program:</b> Role of a trainer: Training Method: Designing sales training program, Motivating Sales Personnel, Financial Compensation Methods, Nonfinancial Methods. Sales Meeting, Sales Contests: Managerial Evaluation of Contest	10
3	<b>Sales Organization:</b> Sole Organization Concepts Structures Procedure: Types; Methods. Territories Size: Allocation: Designing Allocating Sales Efforts, Sales Information System Planning: Reports, Evaluation of Sales Force. Process	10

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**Suggested Readings:**

1. Dr. Mrinal Kumar; Sales and Distribution Management; Shiksha Sagar Publishers & Distributors
2. Dr. F.C. Sharma; Sales and Distribution Management; SBPD P Oublications, Agra
3. Havaladar, Krishna K: Sales and Distribution Management, Tata McGraw Hill
4. Gupta S. L.: Sales & Distribution Management: Test & Cases in Indian Perspectives. Excel Books
5. Still, Kundiff, Govoni, Sales and Distribution Management, PHI,
6. L. Gorchels. C. West. E. J. Marien. The Managers Guide to Distribution Channels, McGraw Hills:

**SEMESTER-IV**

**BCMK/MIC-4: CONSUMER BEHAVIOUR**

**Objective:**

Objective of this course on Consumer Behaviour is to present a comprehensive coverage of the subject with examples from the Indian Scenario. This course also challenges students to understand the complexities of consitmer needs and perceptions and translate them into effective Marketing Strategies. The course will be based on real life case-studies from Indian environment

**Learning Outcomes:**

**After completion of the course, the learners will be able to:**

- To explain the basic concept and model of consumer beahaviour
- To analyze the effects of psychological socio-cultural and demographic factors on the consumer decision process with their results
- To define the importance of consumer behaviour for businesses

**COURSE CONTENTS:**

<b>BCMK/MIC-4: CONSUMER BEHAVIOUR</b> (Theory: 03 credits)		
Unit	Topics to be covered	No. of Lectures
1	<b>Understanding Consumer Behaviour:</b> Introduction to Consumer Behaviour Consumer Behaviour and the Marketing Concepts: Factors influencing Consumer Behaviour,	10
2	<b>Consumer Decision making process:</b> Concept of Consumer Decision: Levels of Consumer Decision Making: A Model of Consamer Decision-Making	10

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3	<b>Consumer Motivation:</b> The concepts of motivation, Maslow's Theory of Motivation: Role of Motives in Guiding Behaviour: Involvement of Consumer	10
	<b>TOTAL</b>	30

**Suggested Readings:**

1. Dr. F.C Sharma; SBPD Publications, Agra
2. Dr. Mrinal Kumar; Shiksha Sagar Publishers & Distributors, Agra.
3. D. L. Leidon. J. Albert Della Bitta Consumer Behaviour, Concepts and Applications. Tata McGraw Hill Publishing Company Limited
4. Hawkins, H. J. Best, and K. A Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw-Hill Publishing Company Limited
5. FR. Kardes Consumer Behaviour and Managerial Decision Making, Prentice Hall of India Private Limited
6. Henry A. Consumer Behaviour and Marketing Action, Thomson Asia Pte Ltd
7. K. Srivastava, S. Khandai Consumer Behaviour in Indian Context Galgotia Publishing Compa
8. L. G. Schiffman, L L Kamuk. & S. R. Kumar, Consumer Behaviour, Pearson Education Inc
9. M. Evans, A, Jamal, & G. Foxall: Consumer Behaviour, John Wiley & Son LTD

**SEMESTER-V**

**BCM/MIC-5: RURAL MARKETING IN INDIA**

**Objective:**

- To develop knowledge among students about importance of the rural sectors in marketing and the provide solutions to the challenges faced by managers in rural marketing
- To apply tools and techniques to promote and distribute the products in rural and Practices
- To provide solutions to handle the problems in Agricultural Marketing

**Learning Outcomes:**

After completion of the course, the learners will be able to:

- Understand how rural marketing is different from urban marketing
- Clearly understand rural marketing strategies to be adopted.
- Illustrate the importance of CRM (Consumer Relationship Marketing) in service marketing
- To equip the students with the tools and techniques of rural which will help them to take distribution channels and logistics decisions in rural markets
- To prepare the students as a professionally qualified Marketing Managers in rural sectors

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**COURSE CONTENTS:**

BCM/MIC-5: RURAL MARKETING IN INDIA (Theory: 03 credits)		
Unit	Topics to be covered	No. of Lectures
1	<b>Rural Marketing:</b> Rural Marketing - Concept, Nature and Scope, Importance, Rural Vs Urban Marketing Rural Marketing Environment, Emerging Rural Markets After Globalisation	10
2	<b>Rural Consumer:</b> Rural Consumer Characteristics, Attitudes and Behaviour, Buying Patterns and influences. Segmenting Rural Markets.	10
3	<b>Rural Marketing Strategies:</b> Rural Marketing Strategies Product Planning for Rural Markets, Quality and Size, Pricing Decisions, Packaging and Branding Decisions.	10
<b>TOTAL</b>		<b>30</b>

**SEMESTER-V**

**BCM/MIC-6: TOURISM MARKETING**

**Objective:**

- To enhance the students with the concept of marketing and its role in the promotion of tourism products
- To make the students aware of various tour packages and the use of technology in marketing
- Familiarize the students with the various marketing strategies adopted by major tour operators

**Learning Outcomes:**

- Students get an overview of the concept of marketing and its role in the promotion of tourism products
- Students are exposed to various tour packages and the use of technology in marketing
- Students obtain knowledge about various marketing strategies adopted by major tour operators

**COURSE CONTENTS:**

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BCM/MIC-6: TOURISM MARKETING (Theory: 03 Credits)		
Unit	Topics to be covered	No. of Lectures
1	<b>Understanding Marketing and Marketing Process:</b> Marketing Concepts, Nature and Scope of Marketing, Marketing Mix, Marketing Environment, Strategic Planning and Marketing Process, Organizing and Implementing Marketing in the Organization. Services Marketing: Concept, Definition, Characteristics with Special Emphasis on Tourism Services.	10
2	<b>Developing Marketing Opportunities and Strategies:</b> Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Behaviour, Business Markets and Buyer Behaviour, Market Segmentation - Targeting and Positioning for competitive Advantage.	10
3	<b>Developing the Tourism Marketing Mix:</b> Managing the Product/Service, Product Decisions- Product Line, Product Mix, Product Life Cycle, New Product Development, Branding and Packaging Decisions, Pricing Products Pricing Considerations and Approaches. Pricing Strategies and Methods.	10
<b>TOTAL</b>		<b>30</b>

**Suggested Readings:**

1. Dr. F.C.Sharma; Tourism Marketing; SBPD publishers, Agra
2. Dr. Mrinal Kumar; Tourism Marketing; Shiksha Sagar Publishers and Distributors, Agra
3. . Havaldar, Krishna K: Sales and Distribution Management, Tata McGraw Hill
4. Gupta S. L.: Sales & Distribution Management: Test & Cases in Indian Perspectives. Excel Books
5. Still, Kundiff, Govoni, Sales and Distribution Management, PHI,
6. L. Gorchels. C. West. E. J. Marien. The Managers Guide to Distribution Channels, McGraw Hills:
7. Russell W. McCalley, Marketing Channel Management: People, Products,
8. Programs, and Markets, Greenwood Publishing Group

**SEMESTER-VI**

**BCM/MIC-7: SERVICE MARKETING**

**Objective:**

- To create awareness among the students about the ever growing importance of the service sectors and the unique challenges faced by managers in marketing the services.
- To make students aware marketing mix of various services and its importance in service sector

- To impart knowledge to the students in understanding specialized field of marketing

**Learning Outcomes:**

After completion of the course, the learners will be able to:

- Describe the concept of service marketing
- Clearly understand marketing mix strategy to be adopted in marketing the services
- Illustrate the importance of CRM (Consumer Relationship Marketing) in service marketing
- To equip the students with the tools and techniques of marketing of various profit making and non-profit making organizations.
- To prepare the students as a professionally qualified Marketing Managers in service sectors.

**COURSE CONTENTS:**

<b>BCMK/MIC-7: SERVICE MARKETING</b> <b>(Theory: 03 credits)</b>		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction-</b> Importance of Services Sector, Nature and Types of Service, Difference Between Service and Goods, Marketing. Environment for Services Marketing Indian Scenario	<b>10</b>
<b>2</b>	<b>Services Marketing Mix</b> Need for Expanded Marketing Mix. Product Mix, Promotion Mix, and Distribution Mix of Services, Additional three P's Process, Physical Evidence and Attractions and Management of Marketing people.	<b>10</b>
<b>3</b>	<b>Marketing Segmentation and Selection</b> Marketing Segmentation and Selection; Service Market Segmentation; Targeting and Positioning	<b>10</b>
<b>TOTAL</b>		<b>30</b>

**Suggested Readings:**

- Dr. F.C.Sharma;SBPD Publications, Agra
- Dr. Mrinal Kumar; Shiksha Sagar , Publishers & Distributors, Agra
- Jha S.m, Service Marketing HPH, Mumbai
- Joseph T.M., Marketing Management; Indian Perspective HPH, Mumbai
- Venu Gopal & Rahgu; Service Marketing, HPH, Mumbai

**SEMESTER-VI**

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## BCM/MIC-8: DIGITAL MARKETING

### Objective:

To create awareness on the concepts of Digital Marketing and its Impact on Modern Business

### Learning Outcomes:

After completion of the course, the learners will be able to:

- To gain knowledge on Digital Marketing, Email marketing and Content marketing
- To understand Search Engine Optimization tools and techniques To gain skills on creation of Google Ad Words & Google AdSense
- To gain knowledge on Social Media Marketing and Web Analytics
- To gain knowledge on Youtube Advertising & Conversions

### COURSE CONTENTS:

BCM/MIC-8: DIGITAL MARKETING (Theory: 03 credits)		
Unit	Topics to be covered	No. of Lectures
1	<b>Digital Marketing:</b> Introduction to Digital Marketing: Meaning and Definition of Digital Marketing. Need of Digital Marketing, Digital Marketing Platforms, Email Marketing Importance of email marketing, email Marketing platforms.	10
2	<b>Search Engine Optimization (SEO):</b> SEO Importance and Its Growth in recent years, Ecosystem of a search Engine, kinds of traffic, Keyword Research & Analysis (Free and Paid tool & Extension), Recent Google Updates & How Google Algorithms works On Page Optimization (OPO), SEO Tools: Google Webmaster Tools Site Map Creators 1, Google My Business	10
3	<b>Social Media Marketing (SMM) &amp; Web Analytics:</b> Social Media Marketing (SMM) Facebook Marketing, Twitter Marketing, LinkedIn Marketing, Google plus Marketing. YouTube Marketing, Pinterest Marketing, Snapchat Marketing, Instagram Marketing. Social Media Automation Tools, Social Media Ad Specs	10
<b>TOTAL</b>		<b>30</b>

### Suggested Readings:

1. Dr Mili Chaurasia & Dr. MeeraGoyal; SBPD Publications, Agra
2. Dr. Mrinal Kumar; Shiksha Sagar Publishers & Distributors
3. Malik R & Agarwal; R, digital marketing, Blurose Publishers Pvt Ltd
4. Bhatia, P.S., Fundamentals of Digital Marketing , Pearson
5. Alan Charlesworth; Internet Marketing

**SEMESTER-VII**

**BCMK/MIC-09: EVENT MANAGEMENT**

**Objective:**

To enable students to understand how event is to be managed and know the planning and procedure of event management

**Learning Outcomes:**

After completion of the course, the learners will be able to:

- Understand the significance of various events
- Demonstrate the ability to organize the event
- Demonstrate the ability to conduct the event.
- Prepare the budget required for conducting an event

**COURSE CONTENTS:**

<b>BCMK/MIC-09: EVENT MANAGEMENT</b> (Theory: 04 credits)		
<b>Unit</b>	<b>Topics to be covered</b>	<b>No. of Lectures</b>
<b>1</b>	<b>Introduction to Event Management:</b> Event- Meaning Importance and Types of event, Analysis of Event, Event Management Meaning, Decision Makers and their Roles and Responsibilities, 5 C's of Event Management	<b>10</b>
<b>2</b>	<b>Event Management Planning and Procedure:</b> Establishing of Policies & Procedures, Steps in Planning the event, Principles of Event Management, Permissions and Licenses from Government and Local Authorities	<b>15</b>
<b>3</b>	<b>Conduct of an Event:</b> Preparing a Planning Schedule, Steps in Organizing an event. Assigning Responsibility. Event Safety and Security, Conducting the Event-Checklist (Pre during and post event check list), Communication-channels of communications for different types of events,	<b>15</b>
<b>TOTAL</b>		<b>40</b>

**Suggested Readings:**

1. Stephen, A, Event Management
2. Kilkenny, S. The Complete Guide to successful Event Planning.
3. Wagen, L.V.D, Human Resource Management for Events
4. Hayed, N, Successful Team Management.

*Handwritten notes:*  
Kishor 19/09/23  
Anurag 19/09/23  
Sudh 19/9/23  
20/20 19-9-23  
@all 19/9/23

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Shitak 19/9/23  
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19/9/23

5. Mohan, S, Event Management & Public Relations, Enkay Publishing House
6. Goyal, S.K, Event Management & Public Relations, Adhyayan Publisher

**SEMESTER-VIII**

**BCMK/MIC-10: INTERNATIONAL MARKETING**

**Objective:**

- Students will be able to understand the concept and importance of International marketing
- To equip the students with marketing strategies of MNCs.
- To provide an in-depth knowledge of marketing mix to be applied in International Marketing
- To identify export policy and practices in India.

**Learning Outcomes:**

**After completion of the course, the learners will be able to:**

- Understand how International marketing strategies are different from domestic marketing strategies
- Will have clear concept of international pricing. factors influencing international price, pricing process and its methods,
- Be equipped with modern tools and techniques of International Marketing
- To prepare the students as a professionally qualified global Marketing Managers

**COURSE CONTENTS:**

<b>BCMK/MIC-10: INTERNATIONAL MARKETING</b> (Theory: 04 credits)		
Unit	Topics to be covered	No. of Lectures
1	<b>Introduction:</b> Nature, Definition and Scope of International Marketing. Domestic vs international marketing, marketing strategy of MNCs.	10
2	<b>Product planning for International Market:</b> Product planning for International Market -Product Mix, Branding, Packaging, quality issues, After Sales Services	15
3	<b>International Pricing:</b> International Pricing- Factors influencing international Price, Pricing process and Methods	15
<b>TOTAL</b>		<b>40</b>

**Suggested Readings:**

*Handwritten:* Anshu 19.09.23  
P. K. K. 19.9.23

*Handwritten:* Maylin 19/9/23  
Anup 19/9/23  
20/9/23  
19-9-23

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Anshu 19/9/23  
W. S. M 19.9.23

1. Bhattacharya and Varchney: International Marketing Management, Sultan Chand New Delhi.
2. Kriplani V: International Marketing, Prentice Hall, New Delhi.
3. Iceegan W J: Multinational MKTg Mgt, Prentice Hall, New Delhi.
4. AntarRastriya Vipnan, Kothari Jain, Ramesh book Depot.
5. Rathor, Rathor & Jani, International Marketing, HPH Bombay

Note:

1. The question paper pattern shall consist of three parts-

Part- A: Compulsory- consisting of objective/multiple choice type-  
Each carrying two marks  $10 \times 2 = 20$  marks

Part- B- Short Answer Type- Four questions to be answered out of six questions-  
Each carrying five marks  $04 \times 5 = 20$  marks

Part- C- Long Answer Type- Three questions to be answered out of five questions-  
Each carrying ten marks  $03 \times 10 = 30$  marks

2. Examination shall not be held on OMR Sheets strictly.

*Handwritten signatures and dates:*

- Deep* / 19/9/23
- ccp202* / 19-9-23
- Cal* / 19/9/23
- W. S. K* / 19.9.23
- Pratik* / 19/9/23
- P. V. K* / 19.9.23
- Pa* / 19/09/23
- W. S. K* / 19.9.23
- Moulyan* / 19.09.23
- Aurthta* / 19.09.23
- paal* / 19/9/23
- Sanku* / 19/09/23