



Business Administration – III
Marketing - Fundamentals and New Perspectives
[Discipline Specific Course]

Semester: V	*Credits: 4	Subject Code: C52213	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Critically evaluate the key analytical frameworks and tools used in marketing
- Critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implication
- Collect, process, and analyze consumer and market data to make informed decisions.
- Demonstrate knowledge of the individual components of a marketing mix
- Identify the organisational processes involved in the planning, implementation and control of marketing activities
- Develop a market research plan and conduct basic research using primary and secondary sources.

Unit 1: Introduction to Marketing

10

- Marketing: Conceptual Introduction
- Company Orientation toward the Marketplace
- Emerging Marketing Paradigms
 - From Making Contacts to Building Assets
 - From Campaigns to Platforms
 - From Awareness to Activation
 - From Transactions to Experiences
- The New Marketing Realities
 - Technology
 - Globalisation
 - Social Responsibility
- Strategic Market Creation: A New Outlook on Marketing and Innovation-Management

Unit 2: Selecting Target Markets

12

- Consumer Buying Behaviour:
 - Concept
- Factors Influencing Buyer Behaviour
- Buyer Decision Process
- Industrial Buyer Behaviour Vs. Domestic Buyer Behaviour
- Consumer Behaviour across International Borders
- Market Segmentation:
 - Meaning
 - Benefits and Limitations

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- Bases of Market Segmentation
- Levels of Market Segmentation
- Developing a position within the target market

Unit 3: Marketing Mix

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- Marketing Mix:
 - Meaning
 - Significance in the competitive environment
- Product Planning and Development:
 - New Product Development
 - Product life cycle
 - Crafting the Brand Positioning
 - Planning for growth: Market Penetration, Product Development, Market Development, Diversification
- Promotion:
 - Elements of Promotion Mix: Advertising, Sales Promotion, Personal Selling, Public Relations
 - Steps in developing effective communication
- Pricing:
 - Factors affecting Pricing decisions
 - Pricing Approaches
- Place:
 - Types of channel members
 - Channel Management Decisions
 - Market Logistics

Unit 4: Strategic Marketing Process

10

- Marketing Research:
 - Meaning
 - Importance of Marketing Insights
 - Classification- Problem Identification and Problem-Solving Approach
 - Marketing Research Procedure
 - Designing Effective Marketing Dashboards
- Planning Phase
 - Planning Framework
- Implementation Phase
 - Essentials of effective implementation
- Market Evaluation and Controls:
 - Types
 - Process
 - Marketing Audit

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

***01 credit to be evaluated as a Skill-based Component**

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Recommended Basic Reading:

- Bhasin, Niti. *Indian Financial System: Evolution and Present Structure*. New Century Publications: 2014.
- Bhole, L.M. *Financial Institutions and Markets*. Tata McGraw Hill: 2017.
- Pathak, Bharati. *The Indian Financial System*. Pearson Education: 2018.
- Tannan, M.L. *Banking Law and Practice in India*. Lexis-Nexis India: 2017.

Recommended Reference Books:

- Bhasin, Niti. *Banking Developments in India 1947 to 2007*. New Century Publications: 2006
- Chawla O. P. *Evolution of Banking in India since 1900*. Sage Publication: 2019.
- Das S. C. *The Indian Financial System: Markets, Instruments, Institutions, Services and Regulations*. PHI Learning: 2015.
- Gordon E. and Natarajan K. *Banking Theory, Law & Practice*. HPH: 2018.
- Rangarajan C. *Financial Sector Reforms*. RBI Bulletin: 1997.
- Saha Siddhartha. *Indian Financial Systems and Markets*. McGraw Hill Education: 2017.
- Shekhar KC, Lekshmy Shekhar. *Banking Theory and Practice*. Vikas Publication: 2013.
- Sharma, K.C. *Modern Banking in India*. Deep and Deep Publications: New Delhi; 2007.

Journals:

- Bose Sukanya “*Regional Rural Banks: The Past and the Present Debate*.” www.macroscan.com/fet/jul05/pdf/RRB_Debate.pdf
- Misra Biswa Swarup (2006) “*The Performance of Regional Rural Banks in India: Has past anything to suggest for the future?*” Reserve Bank of India, Occasional Papers, Vol. 27, No. 1 & 2, Summer & Monsoon

Reports and Bulletins:

- Report of the Committee on the Financial System- 1991 & 1998
- RBI Annual Reports
- Report on Currency and Finance

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Business Administration –III, Business Entrepreneurship-III and Marketing-III**
Research Methodology for Business
[Discipline Specific Course]

Semester: VI *Credits: 4 Subject Code: C62216 Lectures: 48

****This paper is same across three subjects for SEMESTER VI – Business Administration-III, Business Entrepreneurship-III and Marketing-III**

Course Outcomes:

At the end of this course, the learner will be able to:

- Infer the fundamental theoretical ideas and logic of research.
- Choose methods appropriate to research aims and objectives
- Understand the basic framework of research process.
- Demonstrate knowledge of various research designs and techniques.
- Appraise and practice various quantitative and qualitative research methods

Unit 1: Business Research

10

- Meaning and Concepts
- Characteristics of research
- Types of research-
 - Application based- Pure and Applied
 - Objectives based-Descriptive, Exploratory, Co-relational, Explanatory
 - Inquiry mode applied- quantitative and qualitative
- Research Process
- Ethics in Business Research

Unit 2: Quantitative Research -1

12

- Formulating a research problem and objective
- Hypothesis, Types of hypotheses – Descriptive, Relational – Correlational and Causal, null and alternate Research problem, Hypothesis and Variables
- Research Design
 - Important concepts relating to research design
 - Types of research designs- in case of exploratory research, in case of descriptive and diagnostic research studies and in case of hypothesis-testing research studies
- Questionnaire Designing

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Unit 3: Quantitative Research 2

14

- Sampling
 - Concept and principles of Sampling
 - Factors affecting inferences drawn from Samples
 - Types of Probability and non-probability sampling methods
- Methods of Data Collection
 - Sources of Data – Primary and Secondary
 - Measurement and Scaling
- Data Processing- Editing, Coding, Developing a frame of analysis
- Presentation of data: Tables and graphs
- Writing a Research report - Structure and Format- APA conventions

Unit 4: Qualitative Methodology

12

- Nature of Qualitative Research
 - Features and Steps in Qualitative Research
- Methods of data collection
 - Participant observation
 - Unstructured interviews
- Qualitative data analysis
 - Analytical induction
 - Grounded theory
 - Coding
 - Steps of interpretation
- Presentation of data
 - Matrix
 - Charts
 - Tables
- Report writing

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

*01 credit to be evaluated as a Skill-based Component

Recommended Basic Reading:

- Uwe Flick. Introducing Research Methods, SAGE Publication.2011

Recommended Reference Books:

- Kumar.R. (2014) Research Methodology – A step by Step guide for Beginner's (4th Ed) Pearson Education, India.
- Denzin Norman, Lincoln Yvonna (ed): Handbook of Qualitative Research, Sage, Thousand Oaks, 2000.
- Sekaran Uma & Bougie Roger: Research Methods for Business for Research –A Skill

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Building Approach: Wiley India, 2011

St. Mira's College for Girls, Pune
TYBCOM 2022-2025

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Faculty	Ms. Rajni Singh	<i>Rajni</i> 23/8/21
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Subject Expert (Outside SPPU)	Prof. Sumita Joshi	<i>Sumita</i> 23/8/21
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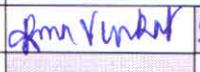
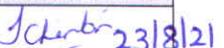
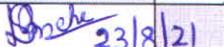
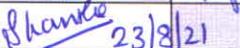
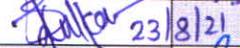
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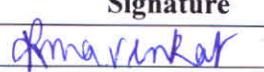


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Research Methodology for Business**
[Discipline Specific Course]

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