AC – Item No. –

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: Introduction to Marketing Management Semester II

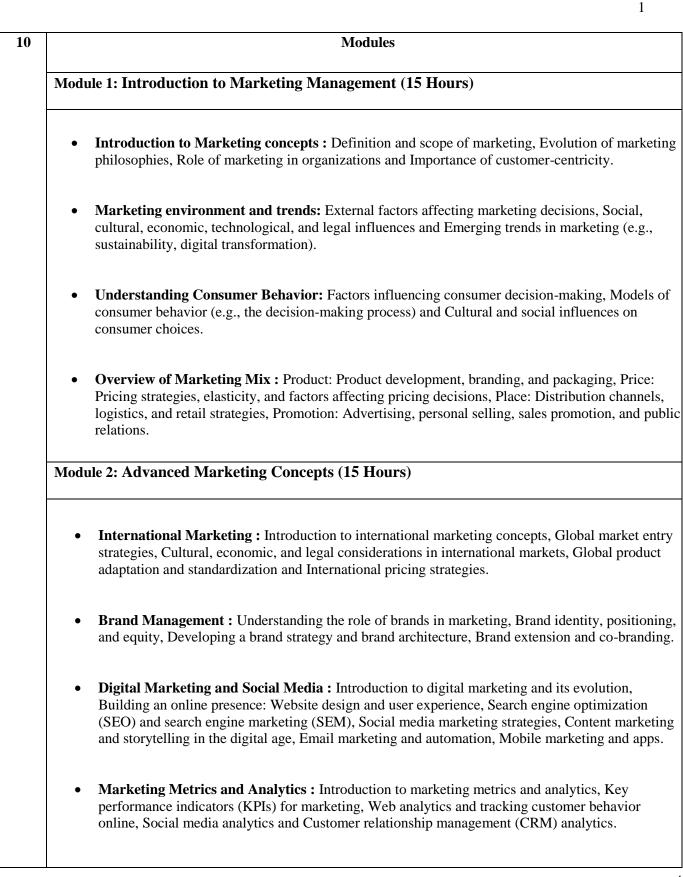
	Programmes:
1	B.Com in Accounting and Finance (BAF)
2	B.Com in Banking and Insurance (BBI)
3	B.Com in Financial Markets (BFM)

Syllabus for 2 credits

From the academic year- A.Y.2023-2024

Name of the Course : Introduction to Marketing Management

Sr. No.	Heading	Particulars	
1	Description the course :	The course will cover essential topics ranging from the fundamentals of marketing to strategic planning, consumer behavior, and the integration of digital technologies. Learners will gain insights into the role of marketing in organizational success and learn how to create and implement effective marketing strategies.	
2	Vertical :	Minor	
3	Semester :	II	
4	Туре :	Theory	
5	Credit:	2 credits	
6	Hours Allotted :	30 Hours	
7	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks	
8	Semester End Examination 30 Marks Course Objectives: 1. To provide learners with an overview of concept of Marketing. 2. To prepare learners for strategic roles in marketing by providing them with a deep understanding of advanced concepts and strategic decision-making in the field.		
9	 Course Outcomes: The course will provide learners with a solid foundation in marketing management, enabling then to critically analyze marketing situations, make informed decisions, and contribute effectively to the development of marketing strategies. By the end of the course, learners will have acquired the knowledge, skills, and mindset needed for strategic leadership roles in the field of marketing. 		



	Boone, LoKotler, Ph	g, Gary, and Kotler, Philip, Mar ouis E., and Kurtz, David L., Co ilip, and Keller, Kevin Lane, M ilip, and Armstrong, Gary, Prin	ontemporary Marketing, 2018 larketing Management, 2016			
2	 Mullins, J Approach 	ohn W., and Walker, Orville C.	, Marketing Management: A Strateg			
2	Internal Col	ntinuous Assessment: 40%	Semester Enu Exa			
3	Continuous Evaluation through:					
		Sub-components	Maximum Marks			
	Stud Pres	ssignment/Case lies/Project/FieldVisit/ entation/Book Review/ earch Paper Report	10			
		CQ Based Test	10			
	Total					
4		er must be Present in all the Duestion Paper:	20 two exam components of Contin			
4		er must be Present in all the Duestion Paper: Question Paper Pattern				
1	Format of Q	er must be Present in all the Duestion Paper: Question Paper Pattern	two exam components of Contin for Semester End Examinat			
1	Format of Q Maximum Question Number	er must be Present in all the Duestion Paper: Question Paper Pattern Marks: 30 Particular	two exam components of Contin for Semester End Examinat Duration:1 Hour	ion (SEE)		
 I	Format of Q Maximum Question	er must be Present in all the Duestion Paper: Question Paper Pattern Marks: 30	two exam components of Contin for Semester End Examinat Duration:1 Hour	ion (SEE)		
	Format of Q Maximum Question Number	er must be Present in all the Duestion Paper: Question Paper Pattern Marks: 30 Particular Attempt any ONE of the fo A. Full Length Question	<i>two exam components of Contin</i> for Semester End Examinati Duration:1 Hour	ion (SEE) Marl		

Signatures of Team Members

Sr.No	Name	Signature
1.	Ms. Reshma Rajput	
2.	Ms.Shalini Clayton	
3.	Mr.Vedant Kajbaje	
4.		
5.		