

AC 7-4-2014
Item No. – 4.45

UNIVERSITY OF MUMBAI



Syllabus for the

Program: B.Sc. Interdisciplinary Science

Course : Principles of Marketing

(Credit Based Semester and Grading System with
effect from the academic year 2014–2015)

Course: Principles of Marketing

Syllabus

For Credit Based Semester and Grading System
To be implemented form the Academic year 2014-2015

MODULE I

Course Code	Unit	Topics	Credits	L/Week
USIDPM01	I	Introduction	3	1
	II	Pricing		1
	III	Distribution		1

MODULE II

Course Code	Unit	Topics	Credits	L/Week
USIDPM02	I	Sales forecasting	3	1
	II	Sales promotion		1
	III	Advertising		1

SYLLABUS MODULE I

Course Code	Credits
USIDPM01	3 Credits (45 Lectures)
Unit I : Introduction Meaning, definition, scope and importance of marketing Meaning of market, types of market Market segmentation 10 periods Meaning and process of market segmentation. Market functions 10 periods Buying, selling, grading, branding, assembling functions.	15 Lectures
Unit II : Pricing Meaning, importance of pricing, Factors affecting price change Price determination process. Price policies skimming price, penetration price, cost plus price, Psychological price, charging what the traffic will bear.	15 Lectures
Unit III : Distribution Meaning, importance of channels of distribution Function of channels of distribution. Functions & types of merchantile agents.	15 Lectures

SYLLABUS MODULE II

Course Code	Credits
USIDPM02	3 Credits (45 Lectures)
Unit I : Sales forecasting Meaning, object, methods of sales forecasting. Demand survey Market survey Market research.	15 Lectures
Unit II : Sales promotion Meaning, objective Kinds of sales promotion consumers sales promotion and dealers sales promotion. Sales management Meaning, definition & scope of sales management Process of selling. Selection, compensation, training, motivating sales staff.	15 Lectures
Unit III : Advertising Meaning, definition, role of advertising. Advertising media, media planning, types of media. Effectiveness of advertising Social, economic impacts of advertising.	15 Lectures

