

**(Abstract)**

B.Com- Marketing Programme (CBCSS -OBE) - Under Private Registration (2023 )-Scheme , Syllabus and Unit wise Mark distribution of Elective Courses (Marketing) - Implemented - Orders Issued.

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**ACADEMIC C SECTION**

Acad.C5/1001/PR/B.Com/2020

Dated: 09.02.2024

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Read:-1. U.O.Note No.SDE/SDE I-1/501/ADMN/2023 dtd.26.09.2023

2. Acad.C5/1001/PR/B.Com/2020 Dtd 13/10/2023

3. U. O No. Acad C5/1912/2019 dated 31.05.2021

4. U.O.No. Acad C5/1001/PR/B.Com/2020 dtd.21.06.2021.

5. E-mail from the Former Chairman of BoS in Commerce, forwarding the Scheme, Syllabus, Pattern of Question Paper of B.Com-Marketing Programme under private Registration.

6. Orders of Vice chancellor in file of even No.dtd. 8-2-2024

**ORDER**

1. As per the paper read (1) above, the School of Distance Education of the University requested to take necessary steps to prepare the syllabus of B.Com Marketing programme, as they invited admission notification for the same for the academic year 2023.

2. In the circumstance of non existence of Board of Studies, former Chairperson, BoS in Commerce (UG) (2018-20) was entrusted vide paper read 2 above, to prepare the Syllabus of the B. Com Marketing Programme, after effecting necessary modifications in the Syllabus of B.Com -Marketing regular Programme (CBCSS-OBE) implemented w.e.f.2019 admission , as done in the case of other private registration programme and also in tune with the Regulation for UG programmes under Private Registration 2020 implemented vide paper read (3) above and incorporating the modifications done there after.

3. As per paper read 4 above, B. Com Co-operation programme was implemented under Private registration w.e.f.2020 admission.

4. Subsequently, the former Chairperson, Board of Studies in Commerce (UG), submitted the draft Scheme, Syllabus and Unit wise mark distribution of 4 courses come under the Elective Marketing of B.Com-Marketing. Programme (CBCSS-OBE) under Private Registration (2023), vide paper read (5) for approval.

5. The syllabus & pattern of question paper of Core courses except elective courses , General awareness course, Complementary Elective courses and Generic elective courses are same as that of B.Com Co-operation programme implemented under private registration vide paper read 4 above.

6. The Vice Chancellor, after considering the matter in detail, and in exercise of the powers of the Academic Council conferred under section 11(1) Chapter III of the Kannur university Act 1996, **has accorded sanction to implement the Syllabus and Pattern of Question paper of 4 courses viz**

**III Sem - 3B04 COM - Marketing Principles**

IV Sem - 4B06 COM - Consumer Behaviour

V Sem - 5B11 COM - Promotion Management

VI Sem- 6B16 COM - Market Research come under the Elective Marketing of B.Com Programme (CBCSS-OBE) under Private Registration w.e.f.2023 admission, subject to reporting to the Academic Council.

7. The Implemented Scheme ( B.Com Marketing) and Syllabus of 4 courses come under the elective Marketing of B.Com Programme (CBCSS-OBE ) under Private Registration (2023) are appended and uploaded in the University web site. ( www.kannuruniversity.ac.in).

8..Orders are issued accordingly

Sd/-

**Narayanadas K**  
**DEPUTY REGISTRAR (ACAD)**  
For REGISTRAR

To: 1. The Director, School of Life Long Learning  
2. Rajesh Kumar E R, Former Chairperson, BoS in Commerce (UG) (2018-20)

Copy To: 1. Examination Branch ( Through PA to CE )  
2. PS to VC/PA to PVC/R/ CE  
3. DR/AR I (Acad)  
4. EG-II, EXC-I, DR (SLL)  
5. Computer Programmer, Web Manager ( to upload on the Website )  
6. SF /DF/FC

Forwarded / By Order

  
SECTION OFFICER

KV





**KANNUR UNIVERSITY**

**SYLLABUS FOR**

**B.COM DEGREE MARKETING PROGRAMME**

**CHOICE BASED CREDIT SEMESTER SYSTEM**

**(2023 ADMISSION-UNDER PRIVATE REGISTRATION)**

**KANNUR UNIVERSITY**  
**B.COM DEGREE PROGRAMME PRIVATE REGISTRATION**

**COURSE AND CREDIT DISTRIBUTION STATEMENT**

<b>Courses</b>	<b>No of Courses</b>		<b>Credit</b>	
English Common Course (ECC)		4		14
Additional Common Course (ACC)		2		8
Core Courses:				
Discipline Specific Core Course (DSCC)	13	17	48	64
Discipline Elective Core Course (DECC)	4		16	
General Awareness Course (GAC)		4		16
Complimentary Elective Course (CEC)		4		16
Generic Elective Course (GEC)		1		2
<b>Total</b>		<b>32</b>		<b>120</b>

**CREDIT DISTRIBUTION STATEMENT**

<b>Semester</b>	<b>Course Title</b>	<b>Type of Course</b>	<b>Credits</b>
<b>I</b>	English Common Course I	ECC	4
	English Common Course II	ECC	3
	Additional Common Course I	ACC	4
	Management Concepts and Principles (1B01 COM)	DSCC	4
	Business Statistics and Basic Numerical Skills(1A11 COM)	GAC	4
	<b>TOTAL</b>		<b>19</b>
<b>II</b>	English Common Course III	ECC	4
	English Common Course IV	ECC	3
	Additional Common Course II	ACC	4
	Functional Applications of Management (2B02 COM)	DSCC	4
	Quantitative Techniques for Business Decisions (2C01 COM)	CEC	4
	<b>TOTAL</b>		<b>19</b>
<b>III</b>	Entrepreneurship development (3A12 COM)	GAC	4
	Advanced Accounting (3B03 COM)	DSCC	4
	Course I Elective – Marketing Marketing Principles (3B04 COM)	DECC	4
	Business Regulatory Framework (3C02 COM)	CEC	4
	Business Economics (3C03 COM)	CEC	4
	<b>TOTAL</b>		<b>20</b>

Semester	Course Title	Type of Course	Credits
IV	General Informatics Skills (T+P) (4A13 COM)	GAC	4(3+1)
	Environmental Studies and Disaster Management (4A14 COM)	GAC	4
	Corporate Accounting (4B05 COM)	DSCC	4
	Course II, Elective – Marketing Consumer Behaviour (4B06 COM)	DECC	4
	Corporate Law and Business Regulations (4C04 COM)	CEC	4
	<b>TOTAL</b>		<b>20</b>
V	Business Research Methodology (5B07 COM)	DSCC	3
	Income Tax law and Practice (5B08 COM)	DSCC	4
	Cost Accounting (5B09 COM)	DSCC	4
	Banking Principles and Operations (5B10 COM)	DSCC	4
	Course III Elective – Marketing Promotion Management (5B11 COM)	DECC	4
	Generic Elective Course 5D01 HIS- Social Reforms Movements in Kerala	GEC	2
	<b>TOTAL</b>		<b>21</b>
VI	Financial Markets and Services (6B12 COM)	DSCC	3
	Management Accounting (6B13 COM)	DSCC	4
	Auditing and Corporate Governance (6B14 COM)	DSCC	4
	Income Tax and GST (6B15 COM)	DSCC	4
	Course IV Elective – Marketing Market Research (6B16 COM)	DECC	4
	Project (6B17 COM)	DSCC	2
	<b>TOTAL</b>		<b>21</b>

- Elective stream shall be Marketing

**ELECTIVE COURSE**

**MARKETING**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>SEMESTER</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
3B04 COM	Marketing Principles	III	4	3
4B06 COM	Consumer Behaviour	IV	4	3
5B11 COM	Promotion Management	V	4	3
6B16 COM	Market Research	VI	4	3

**ELECTIVE MARKETING**

**CORE COURSE IV : MARKETING I – MARKETING PRINCIPLES**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>III</b>	<b>3B04 COM</b>	<b>4</b>	<b>3</b>

**COURSE OUTCOME**

After studying the course, the students shall be able to;

CO 1: develop awareness about various marketing related terms

CO 2: identify the various marketing decisions

CO 3: understand about the international market scenario

CO 4: enumerate the various marketing channels

CO 4: understand international marketing and recent trends in marketing

**Unit I : Introduction-** Market and Marketing – Meaning- Nature scope and importance of marketing-modern concepts of marketing – marketing functions. Marketing orientations.

(15 Hrs)

**Unit II: Marketing mix:** Marketing mix – meaning- importance- the traditional components and additional components. Product- meaning- product planning and development – product life cycle (PLC) – Product time/ mix- Building brand equity- packing- labeling product positioning.

(18 Hrs)

**Unit III: Pricing-** Meaning and definition- steps in pricing – pricing strategies – types-consumer reactions – factors influencing consumer reactions. Pricing Methods Initiating and responding to price changes.

(17 Hrs)

**Unit IV: Channels of distribution-** Meaning and definition – Physical distribution – middlemen types-functions of middlemen- factors to be considered in selecting channels – modern channels of marketing – telemarketing - internet marketing- net work marketing customer relationship marketing. Logistics management. Channel management strategies.

(20 Hrs)

**Unit V: International marketing management-** .introduction, nature and concepts, approaches to international marketing, entry strategies, product pricing, promotion and branding policies in international marketing, recent trends in marketing: E marketing, Green Marketing, Mobile Marketing, Relationship Marketing.

(20 hrs)

**Reference:**

1. Kotler, Keller, Marketing Management, Pearson Publications
2. Fundamentals of marketing - William Stanton
3. Marketing Management - VS Ramaswamy& S Namakumari
4. Marketing Management - RajanSaxena
5. Marketing Management - Sherlakar .S.A
6. Marketing Management - Raman B.S
7. .Principles of Marketing - Philip Kotler

**Marks including choice:**

Unit	Marks
I	8
II	10
III	14
IV	14
V	10
Total	56



## **CORE COURSE VI : MARKETING II – CONSUMER BEHAVIOUR**

<b>SEMESTER</b>	<b>COURSE CODE</b>	<b>CREDIT</b>	<b>EXAM HRS</b>
<b>IV</b>	<b>4B06 COM</b>	<b>4</b>	<b>3</b>

### **COURSE OUTCOME**

After studying the course, the students shall be able to;

CO 1: understand the concept of consumer behaviour

CO 2: describe determinants of consumer behaviour

CO 3: Explain the consumer decision making process

CO 4: describe concept of consumer satisfaction

#### **Unit I**

**Introduction to Consumer Behaviour-** A managerial & consumer perspective; Need for studying consumer behaviour- Applications of consumer behaviour knowledge; current trends in Consumer behaviour; Market segmentation & consumer behaviour

[12 hours]

#### **Unit II**

**Individual determinants of Consumer behaviour:** Consumer needs & motivation; personality and self concept; consumer perception; learning & memory; nature of consumer attitudes; Consumer attitude formation and change

[14 hours]

#### **Unit e III**

**Environmental determinants of consumer behaviour:** Family influences; the influence of culture; subculture & cross cultural influences; group dynamics and consumer reference groups; social class & consumer behaviour.

[20 hours]

#### **Unit IV**

**Consumer decision making process-** types of buying- straight buy- Modified re-buy- New task buying types of products & decision making process- conveyance goods, shopping goods specialty goods Steps in decision making process - problem recognition- need, description, information – search- evaluation of alternatives – selection criteria- buying- post purchase behaviour.

[24 hours]

#### **Unit V**

**Concept of Consumer Satisfaction;** Working towards enhancing consumer satisfaction; sources of consumer dissatisfaction; dealing with consumer complaint. Concept of consumerism; consumerism in India; the Indian consumer; Reasons for growth of consumerism in India-Relevance of Consumer Protection Act, 1986.

[20 hours]

## **References**

1. Consumer behaviour :Hawkings, Best Mc.Graw Hill International .
2. Consumer behaviour : Leon. G Schiffman
3. Consumer behaviour- Concepts &Applications :LoudsonDalla
4. Principles of Marketing : Philip Kotler
5. Consumer Behaviour In Marketing Strategy : John .A. Howard.
6. Consumer Behaviour In India :AnithaGhatale
7. Problems of Consumer Behaviour in India : A. Sarkar
8. Consumer Behaviour :Sontakki

## **Marks including choice:**

Unit	Marks
I	8
II	10
III	14
IV	14
V	10
Total	56

## CORE COURSE XI : MARKETING III – PROMOTION MANAGEMENT

SEMESTER	COURSE CODE	CREDIT	EXAM HRS
V	5B11 COM	4	3

### COURSE OUTCOME

- CO 1: understand the term promotion and its importance  
CO 2: enumerate various methods of sales promotion and its effects  
CO 3: familiarise with the theory and practice of advertisement  
CO 4: Prepare advertisement copy

#### **Unit 1.**

**Promotion:** Meaning and definition – importance of sales promotion- promotion mix tools-factors deciding promotion mix.

[15 Hours]

#### **Unit II.**

**Advertising** – meaning, objectives & importance - advantages – advertising effects – economic and social – advertising agency-advertising budgets - media – types – print - radio- TV & others – advantages & disadvantages.

[18 Hours]

#### **Unit III.**

**Personnel Selling:** Meaning- importance- principles of personal selling- steps in personal selling process

[12 Hours]

#### **Unit IV**

**Sales promotion and publicity:** Objectives – purpose- dealer promotion- consumer promotion methods and techniques – publicity- meaning, scope and objectives elements of publicity- public relations- press relation.

[18 Hours]

#### **Unit V**

**Advertisement Copy:** Preparation of advertisement copy- project work

[9 Hours]

#### **Reference:**

1. Advertising : Morris James .S
2. Advertising theory & practice :Sandya C.H and Trybanger
3. Marketing Practices and Marketing Strategy : B. Rasheed Ajay.
4. Foundations of Advertising Theory &Practice :Chunnawalia& K.C Sethia
5. Sales Promotion : Tony Puelus
6. Advertisement Management :Aaker Paul.

**Marks including choice:**

Unit	Marks
I	10
II	10
III	12
IV	14
V	10
Total	56

**CORE COURSE XVI : MARKETING IV – MARKET RESEARCH**

SEMESTER	COURSE CODE	CREDIT	EXAM HRS
VI	6B16 COM	4	3

**COURSE OUTCOME**

After studying the course, the students shall be able to;

CO 1: .understand the concept market research , its importance and type.

CO 2; Explain the process involved in the marketing research

CO 3: appraise the various methods of collecting data and analysis

CO 4: understand the methods of writing report and prepare report by themselves.

**Unit I**

**Marketing Research: Introduction** – Meaning - definition- importance- nature and scope- objectives- Marketing Information System- need, importance and types- market research Vs marketing research limitations.

[12 Hours]

**Unit II**

**Marketing Research Process:** Problem identification – definition – developing a research proposal – research design – meaning and importance – steps in marketing research process.

[12 Hours]

**Unit III**

**Sources of Data:** Primary and secondary data- Relative advantages and disadvantages; methods of collection of primary data; construction of questionnaire and interview schedule; scaling and measurement; Sampling designs and sample size- decisions; organizing data collection & field force - collection methods- observations questionnaire-interview schedule – pilot survey and online survey.

[18 Hours]

**Unit IV**

**Data analysis & interpretation:** Need and importance –Editing, coding and tabulation of data- tools - parametric and non- parametric tests. –; techniques of data analysis; testing of hypothesis; tests of significance; analysis of associations; analysis of experiments; interpretation of data.

[20 hours]

**Unit V**

**Report Writing and Presentation:** Role & types of report; content of report; principles of report preparation; Presentation & Communication.

[10 Hours]

**Suggested assignment:** Preparation of a project report based on the market survey of a consumer product.

**References:**

1. Marketing Research : David. J Lucle& Ronald S. Robin
2. Marketing Research : Measurement & methods – Donald. S Tull& Dell Hoclis
3. Marketing Research Principles: Applications and cases - Sharma D.D
- 4 Marketing Research :Geol .B.S
5. Market Research : Paul Hague
6. Statistical Methods : S.P Guptha
7. Business Statistics : B.N Gupta
8. Research Methodology : O.R Krishnaswamy.
9. Research Methodology : C.R. Kothari

**Marks including choice:**

Unit	Marks
I	10
II	10
III	12
IV	14
V	10
Total	56

