



M.Com (Semester– II)

In Effect from Academic Year 2026-27

Branch Name:	M.Com
Program Code:	CM201
Course Name:	Advanced Marketing Concepts and Strategies
Course Code:	3CM2010216
Pre-requisite Course:	Basics Management Theories and Practices up to B.com.

To develop in-depth expertise in marketing concepts, strategies, and corporate practices, with a focus on contemporary and emerging marketing challenges.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	--	-	4	50	50	-	-	100

Sr. No	Topic	Total Hours	Weightage (%)
1	Marketing Concept: Market, Marketing, Marketing Management. Importance of Marketing, Scope of Marketing, Production Concept, Product Concept, Selling concept, Marketing Concept, Societal concept. Demand related task i.e. Negative Demand, No Demand, Latent Demand, Declining Demand or Falling Demand, Full Demand, Irregular Demand, Overfull Demand, Unwholesome Demand.	15	25%
2	Marketing Mix Analysis: Meaning of Product, Product Life Cycle and its Strategy, New Product Development- Meaning, Process and Problem related to New Product Development. New Product Acceptance, causes of product failure.	15	25%
3	Pricing Decision: Definition, Different names/words used for pricing, Objectives of Pricing, Factors affecting Pricing Decisions, Pricing Methods i.e Mark Up Pricing, Perceived Value Pricing, Going Rate Pricing, Sealed bid Pricing, Target Return Pricing, Break Even Analysis	15	25%
4	Promotion and Distribution Strategies: Promotion Strategies: Meaning, Importance, Types of Promotion (Advertising, Sales Promotion, Public Relations, Personal Selling, Digital Marketing) Distribution/Place Strategies: Meaning, Channels of Distribution, Channel Management, Retailing, Wholesaling, E-commerce Integrated Marketing Communications (IMC): Concept, Significance, Planning Process Factors Influencing Promotion and Distribution Decisions	15	25%

Reference Books:

- Principles of Marketing- Philip Kotler
- Fundamental of Marketing Management by Stanton.
- Basics of Marketing Management by Dr. R.B Rudani.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the core concepts of marketing, including production, product, selling, marketing, and societal approaches, and their impact on market demand.	2 Understanding
CLO2	Analyze different types of market demand and identify strategies to address negative, declining, irregular, or overfull demand.	4 Analyzing
CLO3	Evaluate products through their life cycle, develop new products, and identify causes of product failure.	3 Applying, 4 Analyzing
CLO4	Apply pricing strategies and methods such as markup, perceived value, going rate, sealed bid, target return, and break-even analysis.	3 Applying
CLO5	Design effective promotion strategies using advertising, sales promotion, PR, personal selling and digital marketing techniques.	3 Applying
CLO6	Develop distribution strategies, manage channels effectively, and implement integrated marketing communications (IMC) for optimal market reach.	2 Understanding 3 Applying

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes (CLOs)	Program Outcomes (POs)						Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2
CLO1	H	M	H	M	M		M	M
CLO2	M	H	L	M		M	L	
CLO3	H	M	M	L	L	H	M	
CLO4	H	L	M	M	L		H	L
CLO5	M	H	L		M	M	H	
CLO6		M	H	L	M		H	

H: High, M: Medium, L: Low