

Commerce Marketing

Course Outcomes

SEMESTER I

Course: Principles and Functions of Management (BCMK/MJC-1)

- Understand management principles and decision-making levels.
- Identify and explain managerial skills.
- Analyze delegation, coordination, and control.
- Assess the importance of effective communication.
- Understand the role of motivation and leadership.

SEMESTER II

Course: Principles and Functions of Marketing (BCMK/MJC-2)

- Understand the concept and functions of marketing.
- Learn about marketing strategies.
- Understand marketing information systems and consumer behavior.

SEMESTER III

Course: Sales and Distribution Management (BCMK/MJC-3)

- Recognize roles and responsibilities of a salesperson.
- Understand selling techniques and their managerial applications.

SEMESTER IV

Course: Advertising Management (BCMK/MJC-4)

- Understand advertising concepts and media planning.
- Familiarize with message development and agency roles.

Course: Tourism Marketing (BCMK/MJC-5)

- Understand marketing's role in tourism.
- Learn various tour packages and tech use in marketing.
- Gain knowledge on marketing strategies by tour operators.

Course: Rural Marketing in India (BCMK/MJC-6)

- Understand rural vs. urban marketing.
- Learn rural marketing strategies and CRM.
- Address agricultural marketing challenges.

SEMESTER V

Course: Service Marketing (BCMK/MJC-7)

- Understand service sector importance and service marketing.
- Learn about service marketing mix.
- Grasp segmentation and CRM in services.

Course: Consumer Behaviour (BCMK/MJC-8)

- Explain consumer behavior concepts and models.
- Analyze psychological, socio-cultural, and demographic influences.
- Understand the relevance of consumer behavior to marketing.

Course: Digital Marketing (BCMK/MJC-9)

- Learn email, SEO, and content marketing.
- Understand social media tools and YouTube ads.
- Gain skills in web analytics.

SEMESTER VI

Course: Event Management (BCMK/MJC-10)

- Understand event types, planning, and execution.
- Learn budgeting and reporting for events.

Course: International Marketing (BCMK/MJC-11)

- Understand global marketing vs domestic.
- Learn international pricing, promotion, and export practices.

Course: Business Economics (BCMK/MJC-12)

- Apply economic theories in business decisions.
- Understand consumer utility, production, costs, and market structures.

SEMESTER VII

Course: Business Law (BCMK/MJC-13)

- Understand Contract, Sale of Goods, and Negotiable Instruments Acts.
- Learn about LLP and Companies Act provisions.

Course: Research Methodology (BCMK/MJC-14)

- Understand research concepts and methodologies.
- Learn sampling, data collection, and analysis.
- Prepare and structure research reports.

SEMESTER VIII

Course: Company Law (BCMK/MJC-15)

- Understand company formation, capital, and meetings.
- Learn about shareholder rights and company winding-up procedures.

Course: Business Communication (BCMK/MJC-16)

- Learn various communication modes in business.
- Gain skills in meeting documentation and business letter/report writing.

Program Outcomes (POs) – B.Com (Marketing)

1. Foundational Business Acumen

Develop a solid understanding of foundational business principles including management, marketing, economics, and organizational behavior, enabling effective decision-making in commercial contexts.

2. Marketing Knowledge and Application

Acquire in-depth theoretical and practical knowledge of core marketing functions—market segmentation, targeting, positioning, branding, promotion, digital marketing, service marketing, and consumer behavior—applicable to both domestic and international markets.

3. Analytical and Strategic Thinking

Apply critical thinking, data interpretation, and market analysis skills to formulate strategies for sales, distribution, and promotional activities, including rural and tourism marketing.

4. Communication and Interpersonal Skills

Demonstrate proficiency in business communication—verbal, written, and digital—to effectively interact in professional settings and manage internal and external stakeholders.

5. Technological and Digital Fluency

Gain practical exposure to digital tools and platforms including SEO, social media, web analytics, and e-marketing technologies to plan, execute, and evaluate digital marketing strategies.

6. Event and Project Management Capabilities

Develop organizational skills to manage events and marketing campaigns, including planning, budgeting, execution, and reporting.

7. Legal and Ethical Competence

Understand and apply legal principles from the Indian Contract Act, Companies Act, and Consumer Protection regulations to ensure compliance and ethical conduct in marketing practices.

8. Research and Innovation Orientation

Develop research capabilities in business and marketing through methodological training and real-life research projects that foster inquiry, analysis, and evidence-based conclusions.

9. Service and Social Responsibility Awareness

Understand the societal role of marketing, including consumer rights, sustainable practices, and the promotion of public welfare through marketing campaigns.

10. Professionalism and Career Preparedness

Cultivate leadership, teamwork, and a professional work ethic necessary for careers in marketing, sales, advertising, retail management, market research, and entrepreneurship.

Integration of Crosscutting Issues in B.Com (Marketing) Curriculum

The B.Com (Marketing) program under the CBCS and NEP 2020 framework is designed not only to build subject-specific competencies but also to sensitize students to broader societal concerns. The curriculum actively incorporates **crosscutting themes** that reflect national and global priorities:

1. Professional Ethics

- Courses like **Business Law**, **Company Law**, and **Research Methodology** cover ethical standards, corporate governance, and responsible decision-making.
- Students learn about ethical marketing practices, advertising standards, consumer protection laws, and fair competition through subjects such as **Advertising Management** and **Digital Marketing**.

2. Gender Sensitivity

- Inclusive pedagogy and case studies in **Consumer Behaviour**, **Service Marketing**, and **Human Resource-related topics** explore gender roles and equitable practices in marketing and management.
- Group discussions and assignments often focus on diversity in workplace environments and representation in media and advertising.

3. Human Values

- Subjects like **Business Communication** and **Event Management** emphasize values such as honesty, empathy, accountability, and leadership.
- Through real-world simulations, role-playing, and presentations, students practice integrity, respect, and cooperation.

4. Environmental Awareness and Sustainability

- Courses such as **Tourism Marketing** and **Rural Marketing in India** include modules on **eco-tourism**, **green marketing**, and **sustainable rural development**.
- Assignments may require students to research and propose sustainable marketing practices, especially in agricultural and digital sectors.

5. Community Engagement and Social Responsibility

- The curriculum encourages participation in **NSS/Social Service activities** under **Ability Enhancement Courses (AEC)**, promoting civic sense and grassroots involvement.
- Topics like **Consumer Rights**, **Environmental Protection Acts**, and **CSR** (Corporate Social Responsibility) are embedded in classroom discussions and projects.

By integrating these crosscutting issues, the program prepares students not only for the workforce but also to be **ethical, aware, and socially responsible citizens**.

