



Marketing and Salesmanship
Marketing
[General Elective]

Semester: I	Credits: 3	Subject Code: C12005	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Relate to the core concepts of marketing and role played by it in society
- Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies
- Identify the role of marketing as a fundamental organizational policy process
- Demonstrate and analyzing the marketing mix decisions of a business firm
- Infer the importance of marketing research for effective marketing planning and conduct a small survey
- Identify and explore the changing trends in the field of Marketing

Unit 1: An Introduction to Marketing	06
<ul style="list-style-type: none">• Marketing<ul style="list-style-type: none">○ Meaning and Definitions○ Functions, Elements, Objectives, Importance and Limitations of Marketing○ Role of a Marketing Manager○ Marketing Concepts: Traditional and Modern• Marketing Environment<ul style="list-style-type: none">○ Meaning○ Components: Internal Environment and External Environment	

Unit 2: Consumer Behaviour and Market Segmentation	12
<ul style="list-style-type: none">• Consumer Behaviour<ul style="list-style-type: none">○ Meaning and Definition○ Determinants of Consumer Behaviour• Customer Relationship Management- Concept• Market Segmentation<ul style="list-style-type: none">○ Meaning and Definition○ Bases of Segmentation○ Importance and Limitations○ Levels of Market Segmentation	

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Unit 3: Marketing Mix	16
<ul style="list-style-type: none"> • Marketing Mix <ul style="list-style-type: none"> ○ Meaning and Elements • Product Mix <ul style="list-style-type: none"> ○ Elements ○ Characteristics of Product ○ Product Life Cycle ○ Branding: Importance and Elements ○ Product Failures: Reasons and Remedies ○ New Product Development ○ Concepts: Products Simplification, Product Elimination and Product Diversification • Price Mix <ul style="list-style-type: none"> ○ Factors influencing price determination ○ Methods of pricing ○ Pricing Strategies • Place Mix <ul style="list-style-type: none"> ○ Physical Distribution- Concept ○ Channels of distribution- Types ○ Factors affecting choice of channels • Promotion <ul style="list-style-type: none"> ○ Elements of Promotion Mix ○ Importance of Promotion ○ Factors influencing the Promotional Mix 	

Unit 4: Marketing Planning and Marketing Information System	6
<ul style="list-style-type: none"> • Marketing Planning <ul style="list-style-type: none"> ○ Meaning and Importance and Process • Marketing Information System <ul style="list-style-type: none"> ○ Concept and Components of Marketing Information System • Marketing Research <ul style="list-style-type: none"> ○ Need for Marketing Research ○ Process 	

Unit 5: Trends in Marketing	8
<ul style="list-style-type: none"> • Concepts and Cases relating to: <ul style="list-style-type: none"> ○ Digital Marketing ○ Sustainable Marketing ○ Social Media Marketing ○ Rural Marketing 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

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Recommended Basic Reading:

- Dr. Shaila Bootwala. *Fundamentals of Marketing*. Nirali Prakashan: Pune; 2019.

Recommended Reference Books:

- Kotler, Keller, Koshy and Jha. *Marketing Management: A South Asian Perspective*. Pearson Education: New Delhi; 2017.
- Philip Kotler, Gary Armstrong, Prafulla Agnihotri. *Principles of Marketing Marketing*. Pearson Education: New Delhi; 2018.
- Parvatiyar Atul Ed & Sisodia Rajendra Ed. *Handbook of Advances in Marketing in an Era of Disruptions: Essays in Honour of Jagdish N Sheth*. Sage Publications India Pvt. Ltd.: New Delhi; 2019.
- Rajan Saxena. *Marketing Management*. Mc Graw Hill Education Private Limited.: Mumbai; 2019.
- Ramaswamy, V. S. and S. Namakumari. *Marketing Management: Indian Context Global Perspective*. Sage Publications: New Delhi; 2018.
- Kumar Leon G., Schiffman, Joe Wisenblit, S. Ramesh. *Consumer Behaviour*. Pearson Education: New Delhi; 2018.

Websites:

- <https://journals.sagepub.com/doi/abs/10.1177/0273475310392544?journalCode=jmda>
- <https://www.ijsr.net/archive/v6i2/ART2017664.pdf>

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Marketing and Salesmanship
Salesmanship
[General Elective]

Semester: II	Credits: 3	Subject Code: C22005	Lectures: 48
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Course Outcomes:

At the end of this course, the learner will be able to:

- Relate and classify the concepts of salesmanship, personal selling and sales management
- Demonstrate and identify the role of the salesperson in today's marketplace and the significance of building partnerships
- Recognize and make use of different elements involved in a successful sales presentation
- Identifying sales presentation skills and using the principles and practices of professional sales consultants
- Identify and explore the changing trends in the field of sales management

Unit 1: Introduction	12
<ul style="list-style-type: none">• Personal Selling<ul style="list-style-type: none">○ Concept○ Principles and Significance• Salesmanship<ul style="list-style-type: none">○ Meaning and Definitions○ Scope and Utility○ Salesmanship- Art, Science or Profession○ Functions of a Salesman○ Types of Salesman• Essentials of Good Salesmanship<ul style="list-style-type: none">○ Knowledge relating to: Products, Policies of Competitors, Customers, Market○ Personal Selling Vs. Salesmanship	

Unit 2: Process of Selling	10
<ul style="list-style-type: none">• Psychology of Salesmanship<ul style="list-style-type: none">○ AIDA-Awakening Interest, Creating Desire, Securing Action• Process of Selling<ul style="list-style-type: none">○ Prospecting○ The Approach○ Overcoming Objections○ Closing the Sale○ Services after Sales	

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<ul style="list-style-type: none"> • Essentials of effective Sales Talk • Case Study 	
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Unit 3: Sales Organization and Sales Force Management	14
<ul style="list-style-type: none"> • Sales Organisation <ul style="list-style-type: none"> ○ Meaning and Definition ○ Need ○ Functions of Sales Organisation • Sales Manager <ul style="list-style-type: none"> ○ Types-Administrative, Administrative cum Operating ○ Duties and Responsibilities • Sales Routine: Concept and Components • Sales Force Management <ul style="list-style-type: none"> ○ Recruitment: Meaning and Sources ○ Selection: Procedure ○ Training a Salesman: Importance, Different methods of training, Performance Appraisal of Sales force • Case Study 	

Unit 4: Recent Trends in Sales Management	12
<ul style="list-style-type: none"> • Sales Force Diversity • Team Selling Approach • Multi-channel Selling • Social Selling • Automation 	

#12 contact hours for Assignments, Visits, Research, Field Studies, etc.

Recommended Basic Reading:

- Sahu P.K. and Raut K.C. *Salesmanship & Sales Management*. Vikas Publishing House: New Delhi; 1993.
- Dr. Bootwala Shaila. *Fundamentals of Marketing*. Nirali Prakashan: Pune; 2019.

Recommended Reference Books:

- Chaudhary Prashant. *Selling and Negotiation Skills: A Pragmatic Approach*. Sage Publications India Pvt. Ltd.: New Delhi; 2019.
- Kotler, Keller, Koshy and Jha. *Marketing Management: A South Asian Perspective*. Pearson Education: New Delhi; 2017.
- Kotler Philip, Armstrong Gary, Agnihotri Prafulla. *Principles of Marketing*. Pearson Education: New Delhi; 2018.

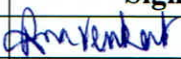

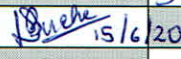
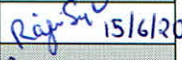
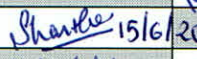


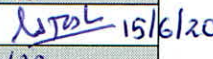


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- Saxena Rajan. *Marketing Management*. Mc Graw Hill Education Private Limited: Mumbai; 2019.
- Ramaswamy, V. S. and S. Namakumari. *Marketing Management: Indian Context Global Perspective*. Sage Publications: New Delhi; 2018.
- Kumar Leon G., Schiffman, Joe Wisenblit, S. Ramesh. *Consumer Behaviour*. Pearson Education: New Delhi; 2018.

Websites:

- <https://www.sciencedirect.com/science/article/abs/pii/S0019850106001106>
- <https://www.sciencedirect.com/science/article/abs/pii/S0019850109001898>

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Faculty	Ms. Jyoti Chintan	 15/6/20
Faculty	Dr. Dimple Buche	 15/6/20
Faculty	Ms. Rajni Singh	 15/6/20
Faculty	Ms. Shanthi Fernandes	 15/6/20
Subject Expert (Outside SPPU)	Dr. Shrirang Kandalgaonkar	 15/6/20
Subject Expert (Outside SPPU)	Prof. Sumita Joshi	 15/6/20
VC Nominee	Dr. Shubhangi Joshi	 15/6/20
Industry Expert	Mr. Sanjay Kulkarni	 15/6/20
Alumni	Ms. Shivani Sinha	 15/6/20

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