



B.Com Honours

Semester 1

Calicut University

ESSENTIALS OF MARKETING

Course Code: COM1MN107 • Module SYLLABUS Notes

Official Course Syllabus

Course Code: COM1MN107

Course Title: ESSENTIALS OF MARKETING

Course Type: Minor

Academic Level: 100-199

Credits: 4 Credits

Course Summary: This introductory marketing course is designed to provide students with a foundational understanding of marketing principles, strategies, and tactics.

Module I: IProduct and Pricing

- **Unit 1:** Concept of Marketing Mix: Introduction to the 4Ps framework: Product, Price, Place, Promotion
- **Unit 1:** Classification of products: Consumer products, Industrial products, Services-New product development process and strategies
- **Unit 2:** Product Life Cycle Management: stages of the product life cycle and their

Module I: IElements of Consumer Behaviour12

- **Unit 1:** Factors affecting consumer behavior
- **Unit 2:** Psychological Influences on Consumer Behavior
- **Unit 3:** Motivation, perception, learning, and memory-Attitudes and attitude change-Personality and lifestyle.
- **Unit 2:** Family and household influences.
- **Unit 5:** Reference groups and social class. Cultural and sub cultural factors.
- **Unit 2:** Socialization and the role of family in shaping consumer behavior.
- **Unit 7:** Value and Lifestyles

Module I: I THEORIES OF SELLING AND PERSONAL SELLING POCCESS

- **Unit 14:** .1 AIDA – Buying Formula Theory – Behavioural Equation Theory
- **Unit 2:** Personal Selling Process – Prospecting – Objectives, Sources & Methods – Lead Generation, Getting Appointment
- **Unit 2:** Pre-Approach – Sales Planning, Customer Need Discovery & Analysis – Approach – Sales Presentation / Demonstration
- **Unit 2:** Handling Objections – Closing the Sale
- **Unit 2:** Follow Up After Sales

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