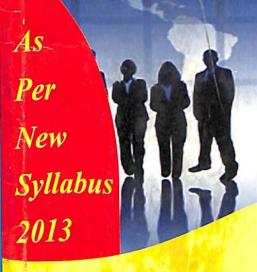


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माजी अधिष्ठाता – पुणे विद्यापीठ वार्णिज्य शाखा, प्र-पाठक आणि विभागप्रमुख (विपणन)

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### Syllabus

### F.Y.B.Com.

## Marketing and Salesmanship

### [Fundamentals of Marketing]

### First Term

No	).	Topic			
1	Ba	Basics of Marketing :			
	1.1	Market - Marketing - Introduction, Meaning, Definition, Scope, Types and Significance.	·		
	1.2)				
	1.3)	Functions of Marketing – Basic Functions, Functions of Exchanges, and Subsidiary Functions.			
	1.4)	Marketing Mix - Introduction, Meaning, Definition, Scope, and Significance.			
2.	Mar	Marketing Environment :			
	2.1)	Introduction - Definition and Nature.			
	2.2)	Factors Constituting Marketing Environment.			
	2.3)	Micro and Macro Environment.			
	2.4)	Impact of Marketing Environment on Marketing Decisions.			

	or or other control			
T 1			6.2) Factors Affecting Market Promotion Mix	ſ
·			6.3) Advertisement and sales Promotion – Meaning and Definition. Means and Methods of Sales	
	<u>eei@totem</u>		Promotion.	:
			Media- Meaning, Types, Advantages and	
		7.	. Rural Marketing :	+
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,		·	7.3) Present Scenario of Rural Market -	
1 1			7.4) Problems And Challenges of Rural Market -	
		8	Services Marketing:	T
l 48			8.1) Introduction – Meaning – Definition – Features –	
·			Importance of Services – Significance of Services in Marketing.	
			8.2) Classification of Services – Marketing of Industrial	
			Goods Services, Marketing of Consumer Goods	
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+			Opportunity Role of Services in Economy	
d		-	Services Quality.	_
		l	Total	
	g	9 5. 48 dd 6.	8 al 48 d	6.3) Advertisement and sales Promotion – Meaning and Definition. Means and Methods of Sales Promotion.  6.4) Advertising Meaning and Goals – Advertising Media– Meaning, Types, Advantages and Limitations.  7. Rural Marketing: 7.1) Introduction – Meaning – Definition – Features – Importance – 7.2) Rural Marketing Mix – Importance, Elements, Scope 7.3) Present Scenario of Rural Market – 7.4) Problems And Challenges of Rural Market – 8 Services Marketing: 8.1) Introduction – Meaning – Definition – Features – Importance of Services – Significance of Services in Marketing. 8.2) Classification of Services – Marketing of Industrial Goods Services, Marketing of Consumer Goods Services. 8.3) Marketing Mix for Services 8.4) Services Marketing and Economy – Scope of Services Marketing in Generation of Job Opportunity, Role of Services in Economy, Services Quality.

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