

Guidelines for NEP Based Syllabus w.e.f. 2022-23

For the Paper Titled

"Principles of Marketing" of B. Com (H)

Paper No. DSC – 3.3, Semester-III

JOINTLY ORGANISED

BY

Department of Commerce, Delhi School of Economics, University of Delhi

And

Keshav Mahavidyalaya, University of Delhi

Date: 9th September 2024

MINUTES

An online meeting was held on Saturday, September 9, 2024, at 12:00 PM via the Google Meet platform(<https://meet.google.com/tyq-iyti-omf>) to design the Guidelines for the NEP-Based Syllabus effective from the academic year 2022 -23 for the paper titled "Principles of Marketing," of B. Com (H) Paper No: DSC -3.3, Semester-III. This meeting was collaboratively organized by the Department of Commerce (Delhi School of Economics) and Keshav Mahavidyalaya, University of Delhi. A total of seventy two faculty members from various colleges of the University of Delhi, who are involved in teaching this paper, registered in advance to participate in the meeting. Ultimately, forty seven faculty members attended the meeting on the scheduled date and through the provided link. The meeting was convened by Professor Pardeep Kumar, a faculty member in the Department of Commerce at Keshav Mahavidyalaya, and was represented/headed by Dr. Pooja Goel, Professor from the Department of Commerce, Delhi School of Economics, University of Delhi. The online meeting was attended by the following members:

Sl. No.	Title	Name of the Faculty	Department/Affiliated College Name
1	Prof.	Dr. Pooja Goel (Head and Representative of Meeting)	Professor, Department of Commerce Delhi, School of Economics, University of Delhi
2	Prof.	Dr. Madhu Pruthi (Principal)	Principal Keshav Mahavidyalaya, University of Delhi
3	Prof.	Dr. Pardeep Kumar (Convenor)	Professor, Department of Commerce, Keshav Mahavidyalaya, University of Delhi
4	Dr.	Aarti Saini	Shaheed Bhagat Singh College
5	Ms.	Aastha Gulati	Shaheed Bhagat Singh Evening College
6	Ms.	Anisha Bhatia	Sri Ram college of Commerce
7	Ms.	Deepika	Daulat Ram College
8	Dr.	Deepti Sehgal	
9	Dr.	Divya Sethi	Sri Guru Nanak Dev Khalsa College

10	Dr.	Jasmine Kaur	Sri Guru Nanak Dev Khalsa College
11	Dr.	Romita Popli	Gargi College
12	Dr.	Shivani Bansal	Daulat Ram College
13	Dr.	Manju Khosla	Gargi College
14	Ms.	Hemant Yadav	Keshav Mahavidyalaya
15	Dr.	Ishpreet Virdi	Mata Sundri College for Women
16	Dr.	Jyotsna	Maitreyi College
17	Dr.	Karishma Saraswat	PGDAV College (Evening)
18	Dr.	Manika Jain	Associate Professor, ARSD College
19	Prof.	Manisha Sinha	Janki Devi Memorial College
20	Prof.	Minakshi Kar	Dyal Singh College
21	Ms.	Bimaldeep Kaur	SGGSCC
22	Ms.	Rupali Pabreja	Acharya Narender Dev College
23	Dr.	Neeta R Dhingra	Sri Guru Nanak Dev Khalsa College
24	Dr.	Pawan Kumar	University of Delhi
25	Ms.	Pooja Bansal	Satyawati college (E)
26	Prof.	Poonam Bewtra	Janki Devi Memorial College
27	Prof.	Priyanka Kaushik	Professor, Rajdhani College
28	Prof.	Anita Bajaj	Professor, PGVAD (Evening) College
29	Ms.	Rachna Megh	Vivekananda College
30	Ms.	Rashmi Siag	Sri Aurobindo College Evening
31	Dr.	Reema Dehal	Daulat Ram College
32	Ms.	Reena Yadav	Shyam Lal College (M)
33	Dr.	Reeta	Zakir Husain Delhi College
34	Prof.	Renu Gupta	Sri Guru Govind Singh College of Commerce
35	Prof.	Ruchi Gupta	Shaheed Bhagat Singh College
36	Prof.	Sangeeta Porwal	Dyal Singh College (M)
37	Prof.	Sangeeta Dodrajka	SGGSCC
38	Ms.	Shaifali Kashyap	Maitreyi College
39	Dr.	Shivani Arora	Shaheed Bhagat Singh College
40	Dr.	SK Grover	SBSE College
41	Dr.	Swati Aggarwal	Zakir Husain Delhi College
42	Dr.	Vandana Goswami	Associate Professor, Satyawati College (Evening)
43	Dr.	Vikram Mehta	University of Delhi
44	Ms.	Nidhi Aggarwal	Assistant Professor, Department of Commerce, Keshav Mahavidyalaya
45	Dr. (Prof)	Bhawna Rajput	Professor, Aditi Mahavidyalaya University of Delhi
46.	Dr.	Sangeeta Kakar	Dayal Singh College University of Delhi
47	Dr.	Praveen Kumar Lamba	SGTB Khalsa College

The following components were established to ensure consistency in the teaching - learning approach across various colleges:

1. A preliminary/tentative distribution of teaching hours across different sections of the syllabus.
2. A preliminary /tentative distribution of mark weightage for various sections of the syllabus.
3. A proposed format for the anticipated question paper for the University Examination.
4. Any additional considerations regarding the extent and depth of teaching, modalities of teaching, coverage of syllabus, etc., if applicable.

The following guidelines were established during the online meeting with the agreement of all Faculty Members and the Representative from the Department of Commerce at the Delhi School of Economics, University of Delhi.

(Teaching Related Guidelines As Per DU EC Resolution No. 38-1/(38-1-6) Dated 8th December 2022 and Issued on 10th March 2023.)

1. Total Number of Lectures: 45 (45 hours as per syllabus)
2. Credit Hours: 4 (Lecture 3, Tutorial 1, Practical/Practice 0)
3. Unit Wise Breakup of 45 Lectures are recommended as follows:
 - Unit I: Introduction to Marketing and Marketing Environment 9 Lectures
 - Unit II: Consumer Behaviour and Market Selection 9 Lectures
 - Unit III: Product Decisions and New Product Development 9 Lectures
 - Unit IV: Pricing Decisions and Distribution Decisions 9 Lectures
 - Unit V: Promotion Decisions and Developments in Marketing 9 Lectures
4. Elaboration/Clarity of topics to bring out Uniformity in teaching-learning process across colleges

Unit-1: Introduction to Marketing and Marketing Environment Introduction to Marketing: Meaning, Nature of Marketing, Scope and Importance; Core Concepts of Marketing; Marketing Philosophies (Six Marketing Philosophies Including Holistic Marketing concept); Meaning of Services, characteristics of service, Services Marketing (Seven P'S of Service Marketing Mix), Marketing Mix Concept, Importance of Marketing Mix, Components of Marketing Mix, Factors Affecting Marketing Mix. Marketing Environment: Concept of Marketing Environment, Need for studying marketing environment; Micro environmental factors- company, suppliers, marketing intermediaries, customers, competitors, publics; Macro environmental factors – demographic, economic, natural, technological, politico-legal and socio- cultural. Strategies to Deal with Marketing environment.	9 Lecture (9 Hrs)
Unit 2: Consumer Behaviour and Market Selection (9 hours) Consumer Behaviour: Meaning and Concept, Need for studying consumer Behaviour; Stages in Consumer Buying Decision Process; Factors Influencing Consumer Buying Decisions. Market Selection: Choosing market value through STP. Market Segmentation: Concept, Importance, Bases of Segmenting Consumer Markets. Market Targeting: Meaning and Concept, Selection of Target Market Product Positioning – Concept and Bases	9 Lecture (9 Hrs)
Unit-3: Product Decisions and New Product Development Product Decisions: Concept and Classification; Levels of Product. Designing Value: Product Mix: Concept , Product Mix Dimensions , Product Mix Strategies Branding: Concept, Types, Significance, Qualities of Good Brand Name; Packaging and Labeling: - Concept, Types and Functions; Product support service:- Concept, Techniques of Product Support Services New product development process: Meaning and Stage of New Product Development Process Product Life Cycle: – Concept, Product Life Cycles Stages and Marketing Strategies at Each Stage of the Product Life Cycle	9 Lectures (9Hrs)
Unit-4: Pricing Decisions and Distribution Decisions Pricing Decisions: Concept and Objectives, Factors Affecting Price of a Product; Pricing Methods Pricing strategies Distribution Decisions: Deliver Value;	9 Lecture (9Hrs)

Channels of distribution: -Concept, Types and Functions; Wholesaling and Retailing (Concept and Differences); Factors Affecting Choice of Distribution Channel; Distribution logistics decisions: (Concept, Major Logistics Functions)	
Unit-5: Promotion Decisions and Developments in Marketing Communication Value: Communication process; Concept, Marketing Communication Process Importance of Promotion. Concept of Promotion Promotion Mix Tools: Concept and Characteristics of Advertising, Personal Selling, Sales Promotion, Public Relations, Publicity and Direct Marketing. Factors Affecting Promotion Mix Integrated Marketing Communication (Importance and Barriers) Developments in Marketing: Sustainable Marketing:-Concept and Issues, Rural marketing: -Characteristics and Rural Marketing Mix, Social- marketing: –Concept and Issues Digital marketing: – Concept and Tools	9 Lecture (9Hrs)

5. All the topics and sub-topics should be covered from the books mentioned in the References.
6. It was collectively agreed during the meeting that case studies are included in the Continuous Assessment System (CAS), which carries a weight of 40 marks. The CAS focuses on the practical aspects of the evaluation process, while the End Term Theory Exam is primarily theoretical.

Examination Related Guidelines As Per DU EC Resolution No. 60-1/(60-1-13) Dated 3rd February 2023 Issued on 10th February, 2023.

1. Examination Pattern (Grand Total Marks 160)
 - a. End Term Theory Exam of 3 Hours 90 Marks
 - b. Continuous Assessment of Tutorials (CA) 40 Marks
 - c. Internal Assessment (IA) 30 Marks
2. Total number of questions will be five. All questions will carry equal weightage i.e. 18 marks for each.
3. The five questions, numbered one to five, will each carry a weight of 18 marks and will follow an internal choice format. These questions must comprehensively address the entire syllabus and should not contain more than two parts each.

For Example:

- | | | |
|----------------|-----|---------|
| Q1/Q2/Q3/Q4/Q5 | (a) | 9 Marks |
| | (b) | 9 Marks |
| | Or | |
| | (c) | 9 Marks |
| | (d) | 9 Marks |

4. Continuous Assessment Guidelines: Total Marks Allotted for Continuous Assessment are 40.

- a) 5 Marks for Tutorial Attendance as Per University Rules.
- b) 35 Marks for Activities Covering:

- Literature Review
- Book Review
- Movie Review
- Project Activity (Group)
- Research Cum Presentation
- Creative Writing/Paper Writing
- Group Discussion
- Problem Solving Exercises
- Any Creative Production (May Be Done in A Group)
- Innovative Project
- Any Other Scholastic Work Related to the Application of Conceptual Understanding of the Subject like Case Study

5. Internal Assessment Guidelines: Total Marks for Continuous Assessment are 30.

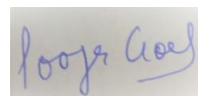
- (a) 6 Marks for Attendance as Per University Rules.
- (b) 12 Marks for Class Tests Only.
- (c) 12 Marks for Assignment/Project/Activities/Class Participation/Presentations based on any topic covered under the syllabus of Principles of Marketing

All faculty members engaged actively in the discussions and expressed their gratitude for the timely initiative taken by Prof. Ajay Kumar Singh, Head of the Department of Commerce. They also extended their sincere thanks to Professor Kiran Chug and Prof. Amit Kumar Singh, Coordinator and Professor in the Department of Commerce Department, University of Delhi, for facilitating this meeting. Special appreciation was given to Professor Dr. Pooja Goal, the representative and head of the meeting, for her contributions throughout the deliberations.

The meeting concluded with a vote of thanks to the Principal of Keshav Mahavidyalaya, Professor Madhu Pruthi, as well as the Convener of the Meeting, Professor Pardeep Kumar, the Representative/Head of the Meeting Professor Pooja Goel from the Department of Commerce Delhi school of Economics, University of Delhi, and the Coordinator, Department of Commerce, Professor Amit Kumar Singh. The meeting concluded with an expression of gratitude towards Professor Dr. Kiran Chug, who has made every conceivable effort to facilitate this achievement.

pardeep kumar

Prof. Pardeep Kumar
(Convener of the Meeting)
Professor, Commerce Department
Keshav Mahavidyalaya
University of Delhi



Professor Dr. Pooja Goal
(Head and Representative)
Professor
Department of Commerce, DSE
University of Delhi