

MAR THOMA COLLEGE CHUNGATHARA

CERTIFICATE COURSE – B.COM

SYLLABUS

MODULE 1

Marketing management- Meaning and definition, Basic concepts, Evolution of marketing management, Principles of marketing, Importance of marketing management and Scope of marketing management.

(10 Hour)

MODULE 2

Marketing mix- Meaning and definition, 4Ps of marketing mix, (product, place, price, promotion)-Market segmentation-product positioning.

(10 Hour)

MODULE 3

Recent trends in marketing- CRM, Green marketing, Digital marketing, Global Marketing- Modern marketing strategies (social media marketing, E mail marketing, Affiliate marketing, Internet ads)

(10 Hours)