

To

The Board of Studies,
S.D.M.M.V
Narwana

Sub: - Approval for Marketing & Marketing Concepts.

Respected Madam,

We want to start a certified offline course Marketing & Marketing Concepts (30 Hours) in our campus. A Certificate is an education goal for many students who want to improve their visibility among aggressive job applications. Certificates may help to provide students with increased skills and experience. Syllabus of Marketing & Marketing Concepts is attached with this application. Please kindly approve this certified course. We shall be thankful to you for this.

Enclosed: - Syllabus of the Certificate Course.

Yours Faithfully

Monika Garg- Asst. Professor in Commerce Department
Monika Mittal- Asst. Professor in Commerce Department

Marketing & Marketing Concepts
Certificate Course Paper Pattern

M.M- 40
Time- 1:30 Hours

Note: - Paper setter will set 5 questions in all. Question No. 1 comprising of 10 Short type questions carrying 2 Marks each is compulsory. It covers the entire syllabus. Candidate is required to attempt all questions carrying four (4) Marks each.

Syllabus

1. First Week

- 1.1 Introduction of Marketing
- 1.2 Marketing Importance to various section of Society
- 1.3 Marketing as a Business Function
- 1.4 Marketing & Economic Development

2. Second Week

- 2.1 Introduction of Marketing Concepts
- 2.2 Development of Marketing Concepts
- 2.3 Traditional Concepts
- 2.4 Modern Concepts
- 2.5 Significance of Marketing Concepts

3. Third Week

- 3.1 Introduction of Product Concepts
- 3.2 Product Classification
- 3.3 Consumer & Industrial Products
- 3.4 Introduction of Product Mix Strategy
- 3.5 Product Line Policies & Strategy

4. Fourth Week

- 4.1 Method of Product Identification
- 4.2 Explanation of Brand & Trademark
- 4.3 Brand Policies & Strategies
- 4.4 Classification of Packaging
- 4.5 Classification of Packaging Policies & Strategies

Result of Certificate Course		
Market & Marketing Concepts		
Session 2022-23		
Roll No.	Student Name	M.M. - 40
		Mark
1221913003001	RIYA	
1221913003002	DIVYA	33
1221913003003	PINKI	34
1221913003004	BABLI	32
1221913003005	SALONI	35
1221913003006	TAMANNA BANSAL	34
1221913003007	JYOTI SAINI	36
1221913003008	HARSHDEEP	34
1221913003009	RITU DEVI	33
1221913003010	NEHA RANI	31
1221913003011	KHUSHABU	32
1221913003012	PREETI	34
1221913003013	NISHTHA	35
1221913003014	PRAGATI	37
1221913003015	PREETI	36
1221913003016	KALPANA	33
1221913003017	KUSUM	34
1221913003018	SUMIT	35
1221913003019	ANKITA	34
1221913003020	PRACHI	33
1221913003021	JYOTI	33
1221913003022	CHARU	32
1221913003023	PRIYA	34
1221913003024	MAMTA	33
1221913003025	POOJA	32
1221913003026	NIKITA	35
1221913003027	ANTIM	36
1221913003028	KOMAL	33
1221913003029	PREETI	31
1221913003030	TANNU	32
1221913003031	SNEHA	33
1221913003032	MUSKAN	34
1221913003033	KOMAL	34
1221913003034	ISHA SINGLA	35
1221913003035	DIVYU	36
1221913003036	DOLLY	33
1221913003037	DEEPAK RANI	34
1221913003038	RITU	32
1221913003039	MONIA	35
1221913003040	NEHA	36
1221913003041	NAKITA	37
1221913003042	MUSKAN	35
		34

Total Present	42
Absent	0.
Total	42



Jind, Haryana, India

Kaithal - Hisar Rd, Haryana 126152, India

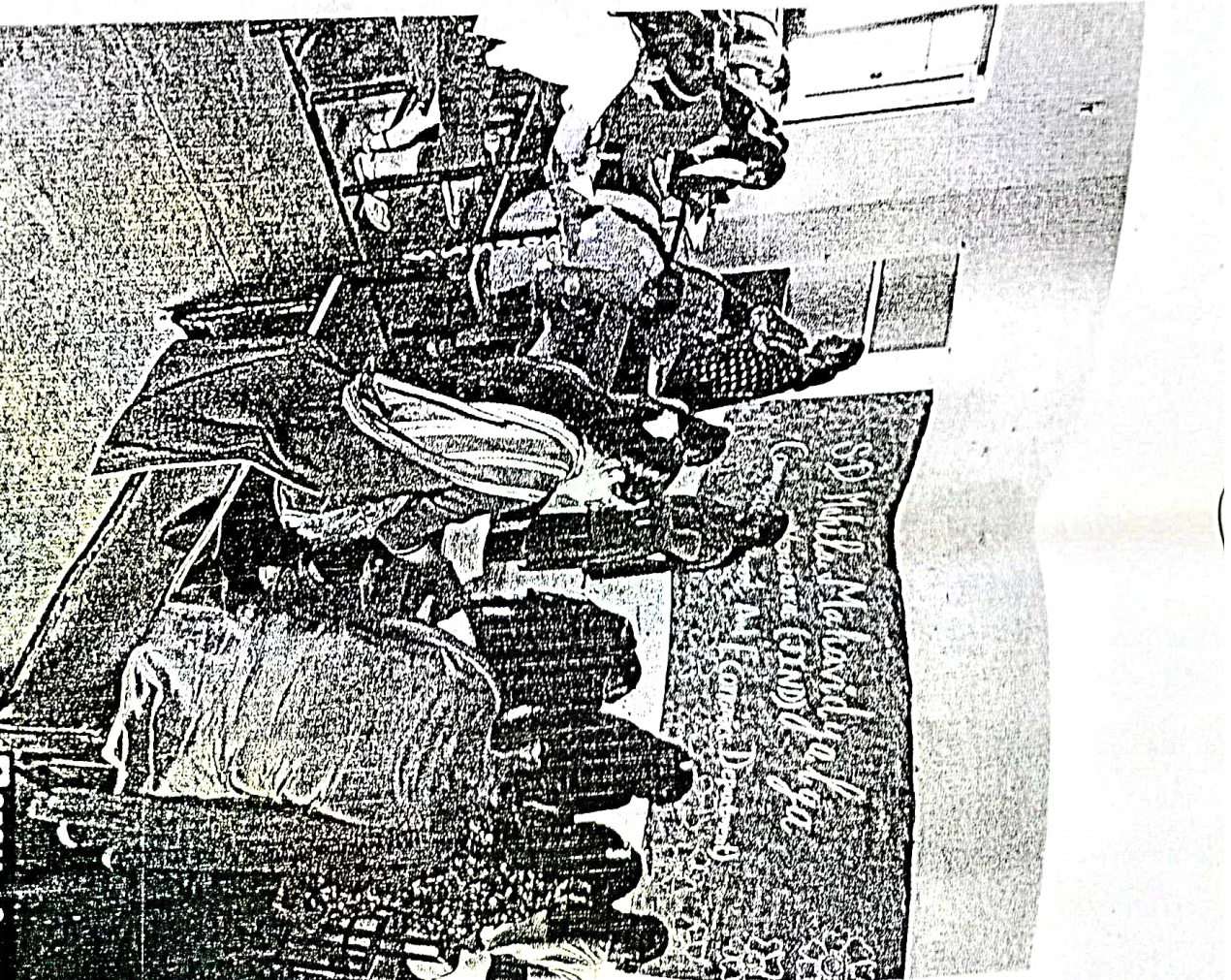
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