



Darrang College (Autonomous), Tezpur-784001

Syllabus for Certificate Course

Course Name: CERTIFICATE COURSE ON SALES AND
MARKETING MANAGEMENT

Approved by :

**Board of Studies meeting held on 19-12-2025 &
Academic Council vide Resolution no. DC/AC/2/2025/07 dated 29-12-2025**

SYLLABUS
CERTIFICATE COURSE ON SALES AND MARKETING MANAGEMENT
Department of Commerce, Darrang College (Autonomous)

Course Objective

The course programme aims at making students responsive to changing marketing trends and practices. Marketing is a dynamic concept with ever increasing competition, innovation and strive for customer satisfaction. The course aims at providing insight for developing marketing opportunities and adopting the most profitable sales planning and operations for maximum profitability.

Unit 1: Marketing (3 Lectures)

- Concept of marketing
- Importance of marketing
- Difference between selling and marketing
- Marketing mix: meaning, its various components
- Green marketing, Service marketing, Rural marketing.

Unit 2: Product and Pricing (5 Lectures)

- Product: Concept, Product Life Cycle (PLC), Functions of packaging, Functions of labelling, Concept of branding.
- Pricing: Concept, Factors affecting pricing, New Pricing Policies.

Unit 3: Promotion and Distribution (5 Lectures)

- Promotion: Meaning, Importance, Concept and types of advertising, Merits and demerits of personal selling, Sales promotion: meaning and types, Concept of personal selling.
- Distribution: Meaning and importance. Functions of wholesalers and Retailers.

Unit 4: Consumer Behaviour (5 Lectures)

- Concept and importance of consumer behaviour.
- Steps involved in consumer buying process
- Factors influencing consumer behaviour
- Concept of market segmentation: its bases.
- Product differentiation: meaning

Suggested Readings

- C.N Sontakki, Marketing Management, Kalyani Publishers.
- R.S.N Pillai & Bagavathi, Modern Marketing- principles and practices, S. Chand & Co.
- Philip Kotler, Gary Armstrong, P.Agnihotri & E. Hoque, Principles of Marketing, 13th Edition, Pearson Education.
- Arun Kumar & Meenakshi, Marketing Management, Vikas Publishing House.
- S.A Sherlekar, Marketing Management, Himalaya Publishing House.

Course Coordinator: **Dr. Arpita Sharma Nath**

Technical Coordinator: **HoD, Commerce**

Course Duration: The course will be of 30 hours. There will be 6 classes in a week. The duration of the course programme is one and half months.

Number of Seats: Maximum students' capacity for the course is 30 (thirty).

Eligibility for Admission: Eligibility for the course program is 10+2. Students from any stream can apply for the course.

Evaluation System: The students need to submit a report post the field visit. Students' evaluation will be done on the basis of the report and class performance. Students will be awarded with grades.

Range of relative percentile	Letter grades
90-100	A
75-89	B
55-74	C
40-54	D
30-39	E