

HEMCHANDRAYACHARYA NORTH GUJARAT UNIVERSITY  
C B C S : FOR B.COM L.L.B PROGRAMME  
(4 Credits, 60 Hours)

Programme Name	FIVE YEAR INTEGRATED LAW PROGRAMME
Semester	Third
Paper No.	CC 304
Course Name	<b>Principles of Marketing and Human Resource Management</b>
Course Type	CORE
Effective From	JUNE – 2016
Objective	To help students to understand the basic concepts of marketing and human resource management.

Unit No	Content
1	Selling and Marketing, Marketing and Marketing Management, Marketing Management and Functions of Management, Importance of Marketing. Concepts of Marketing - Production Concept, Product Concept, Selling Concept, Marketing Concept, Social Marketing Concept. Marketing Mix.
2	Market Demand, factors affecting on market demand, methods of forecasting of demand (only theory) Buyer Behavior, Advantages, Factors affecting the consumer buyer behavior. Market segmentation, Bases of Market Segmentation Product, Product line, Product Mix, Product Life Cycle.
3	Branding, Types of Branding, Advantages and Limitations of Branding, Essential of good branding, Branding Decision or Branding Strategies. Packaging, Packing & Packaging, Advantages and Functions of Packaging, Essentials of good Packaging. Advertising : objectives, Advantages, Media, Difference between Advertising and publicity.
4	Meaning of Human Resource Management, Human Resource Management, Human Resource Development and Personnel Management. Personnel Management : Meaning, Importance, Scope and Functions.
5	Recruitment : Method of Recruitment, Process of Recruitment and Selection. Training of Personnel, Need for Training, Types of Training, Method of Training. Promotion, Demotion, Discharge.

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