

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**CLASS: SECOND YEAR B.COM (EXTERNAL)**  
**SUBJECT: MARKETING PAPER - 1**  
**COURSE TYPE: MAJOR – 4 CREDIT**  
**EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS**

**OBJECTIVES:**

- (1) To impart the fundamental and basic knowledge about marketing subject
- (2) To understand the basic working of different field of marketing strategies and policies.
- (3) To provide knowledge about product and product related strategies.
- (4) Provide knowledge about buyers behaviour
- (5) To provide insight about organization behaviour
- (6) To give knowledge about market segmentation

**OUT COMES:**

- (1) Helpful in the field of marketing and market centric jobs.
- (2) To further study purpose in masters and other equivalent degrees.
- (4) Helpful in disintegrating the market and to make policies about target customer
- (5) Understand the behaviour of an employee and worker at job place

**COURSE CONTENT:**

<b>UNIT NO</b>	<b>CONTENT</b>	<b>WEIGHTAGE</b>
1.	Basics of Marketing <ul style="list-style-type: none"><li>- Definition of Marketing and Marketing management</li><li>- Factors affecting business strategies over time<ol style="list-style-type: none"><li>1) Changing customer demographics and psychographics</li><li>2) Emerging technologies</li><li>3) Fluctuating market conditions</li><li>4) Cultural shifts</li></ol></li><li>- Objectives of marketing</li><li>- Activities of marketing</li><li>- Core marketing concepts<ol style="list-style-type: none"><li>1) Needs, wants, exchanges</li><li>2) Transactions</li><li>3) Products</li><li>4) Services</li><li>5) Demands</li></ol></li></ul>	15%

	<ul style="list-style-type: none"> <li>- Marketing Philosophies               <ol style="list-style-type: none"> <li>1) Marketing Concept</li> <li>2) Product Concept</li> <li>3) Societal Concept</li> </ol> </li> </ul>	
2.	<p>Various Marketing Concepts</p> <ul style="list-style-type: none"> <li>- Moment marketing</li> <li>- Experiential marketing</li> <li>- Relationship marketing</li> <li>- Content marketing</li> <li>- Conversational marketing</li> <li>- Digital marketing</li> <li>- Inbound and outbound marketing</li> <li>- Contextual marketing</li> <li>- Place marketing</li> <li>- Man marketing</li> <li>- Idea marketing</li> <li>- Internal and external marketing</li> </ul>	10%
3.	<p>Product and Product management</p> <ul style="list-style-type: none"> <li>- Concept of Product, Product management, Product development, Product planning, Product development process</li> <li>- Product Line, Product Mix</li> <li>- Factors affecting Product Mix</li> <li>- Product Life Cycle</li> <li>- Product diversification, Product elimination</li> <li>- Reasons for new product failure</li> </ul>	10%
4.	<p>Packing and Packaging</p> <ul style="list-style-type: none"> <li>- Role of Packing</li> <li>- Types and Functions</li> <li>- An ideal packaging</li> <li>- Social desirability of packaging</li> <li>- Labeling- its functions and types</li> <li>- Assembling, grading and standardization</li> <li>- Warranty and Guarantee</li> </ul>	10%
5.	<p>Buyer Behaviour</p> <ul style="list-style-type: none"> <li>- Concept of Buyer Behaviour</li> <li>- Classes of Buyer</li> <li>- Difference between Buyer Behaviour and Consumer Behaviour</li> <li>- Buyer Motives</li> </ul>	10%

	- Decision making process in Buying Factors affecting Buyer Behaviour	
6.	Organizational Behaviour - Concepts and Definition - Factors Affecting Organizational Behaviour - Organizational Behaviour Models (a) Autocratic Model (b) Custodial Model (c) Supportive Model (d) Collegial Model	10%
7.	Market Segmentation - Meaning - Concept and Importance - Bases of Market Segmentation - Uses of Market Segmentation - Process of Market Segmentation - Requirements of Effective Segmentation Target Marketing	15%
8.	Recent Trends in Marketing - Mobile Marketing - Tele Marketing - Green Marketing - Digital Marketing - B2B Marketing - B2C Marketing	10%
9.	Case study	10%

**REFERENCES:**

- (1) Marketing Management by Philip Kotler.
- (2) Marketing Management by N. Rajan.
- (3) Modern Practices of Marketing in India by C.B. Memoria and R.G. Joshi.
- (4) Marketing Management Concept and Cases by S.A. Sherlekar and R. Krishnamoorthy (Himalaya Publications)
- (5) Marketing Management by Rajan Saxena (Tata Mc Graw Hill)
- (6) Marketing Management by M. Govindrajan II<sup>nd</sup> edition (Prentice Hall of India).
- (7) Modern Marketing by Still, Govani and Cundiff