

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CLASS: SECOND YEAR (EXTERNAL)
SUBJECT: MARKETING PAPER - 2
COURSE TYPE: MAJOR – 4 CREDIT
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

1. To provide knowledge about various pricing policies in the market
2. To provide knowledge about brands and their effectiveness.
3. To make familiar with web marketing
4. To understand promotional mix and tools more elaborate way
5. Give the knowledge about the basic meaning and nature of advertising
6. To acquainted the students about recent trends and developments in the field of marketing

OUT COMES:

- (1) Helpful in pricing process and its determination
- (2) Digital and web marketing
- (3) Helpful in advertising field
- (4) Helpful in customer care management
- (5) Helpful in customer relationship management

COURSE CONTENT:

| UNIT NO | CONTENT | WEIGHTAGE |
|---------|--|-----------|
| 1 | Pricing and Pricing Strategies <ul style="list-style-type: none">- Definition and Concept of Pricing- Cost-Pricing Oriented Methods<ul style="list-style-type: none">(a) Cost Plus Pricing(b) Markup Pricing(c) Target Return Pricing(d) Market Oriented Pricing(e) Perceived Pricing(f) Value Pricing(g) Going Rate Pricing(h) Differential Pricing- Pricing Strategies | 15% |

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| | <ul style="list-style-type: none"> (a) Value Based Pricing (b) Competitive Pricing (c) Skimming Pricing (d) Penetration Pricing (e) Economy Pricing (f) Dynamic Pricing | |
| 2 | <p>Brand Marketing</p> <ul style="list-style-type: none"> - Definition of Brand - Reasons for Branding - Types of Brands (Private, National, Individual, Blanket) - Multiple Brands for same Product - Store Label Brands - Brand Equity, Brand Image, Global Brands | 10% |
| 3 | <p>Web Advertising</p> <ul style="list-style-type: none"> - Types of Online Advertising - Challenges of Online Advertising - Direct Marketing, its advantages, disadvantages and Process - Factors causing of Direct Marketing - Internet Advertising and its advantages | 10% |
| 4 | <p>Non-Profit Marketing</p> <ul style="list-style-type: none"> - Definition and Concepts - Functioning of Non-Profit Marketing - Types of Non-Profit Marketing - Traditional Fund Raising, Consumer Charity - Event Marketing | 10% |
| 5. | <p>Promotion</p> <ul style="list-style-type: none"> - Meaning and Purpose - Importance of Promotion in Marketing - Promotion Mix - Promotional methods - Sales Promotion at Different Levels - Personal Selling Its Features and Functions | 10% |
| 6. | <p>Advertising</p> <ul style="list-style-type: none"> - Definition - Importance - Objectives - Types <p>Benefits of Advertising to Customer and Society</p> | 10% |
| 7. | <p>Recent Trends in Marketing</p> <ul style="list-style-type: none"> - Mobile Marketing - Tele Marketing | 15% |

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| | <ul style="list-style-type: none"> - Green Marketing - Digital Marketing - B2B Marketing B2C Marketing | |
| 8. | Customer Acquisition and Retention <ul style="list-style-type: none"> - Life Cycle of Customer (Prospects, First time Buyers, Repeat Buyers, Defectors) - Meaning of Customer Acquisition and Retention - Factors Affecting Acquisition of Customers Factors Affecting the Retention Rate | 10% |
| 9. | Case study | 10% |

REFERENCES:

- a. Marketing Management by Philip Kotler.
- b. Marketing Management by N. Rajan.
- c. Modern Practices of Marketing in India by C.B. Memoria and R.G. Joshi.
- d. Marketing Management Concept and Cases by S.A. Sherlekar and R. Krishnamoorthy (Himalaya Publications)
- e. Marketing Management by Rajan Saxena (Tata Mc Graw Hill)
- f. Marketing Management by M. Govindrajan IInd edition (Prentice Hall of India).
- g. Advertising management by Rajeev Batra, David Aaker, John Myers (Pearson publications)
- h. Advertising Principles and Practice by Ruchi Gupta (S. Chand Publications)
- i. Fundamentals of Digital Marketing by Puneet Singh Bhatia (Pearson Publications)