

Veer Narmad South Gujarat University, Surat

T.Y. B.Com.(External)

Marketing Paper 4 (Major) Credit-4

(Syllabus effective from academic year 2025-26)

Subject Title	Marketing -4
<b>Program-Outcome</b>	Upon completing the <b>B.Com. (Marketing)</b> program, students will be able to:
	<ol style="list-style-type: none"><li>1. <b>Comprehensive Business Acumen:</b> Demonstrate a robust understanding of core business and marketing principles, integrating traditional and modern strategies to solve real-world problems.</li><li>2. <b>Analytical and Critical Thinking:</b> Apply analytical techniques to assess market dynamics, segment complex markets, and evaluate competitive and consumer behaviour.</li><li>3. <b>Research and Innovation:</b> Design and implement research methodologies to gather, interpret, and apply data in developing effective marketing strategies.</li><li>4. <b>Effective Communication:</b> Articulate marketing concepts and strategies clearly in both written and verbal forms to diverse stakeholders.</li><li>5. <b>Ethical Decision-Making:</b> Uphold ethical standards and sustainability in marketing practices, ensuring responsible decision-making.</li><li>6. <b>Technological Adaptability:</b> Integrate digital tools and e-marketing strategies with conventional approaches to enhance marketing effectiveness in a dynamic global environment.</li><li>7. <b>Strategic Leadership:</b> Develop strategic marketing plans that encompass branding, segmentation, and service innovation while responding to emerging trends.</li></ol>
<b>Program Specific Outcomes</b>	Upon completing the <b>Marketing Specialization</b> in B.Com., students will be able to:
	<ol style="list-style-type: none"><li>1. <b>Modern Marketing Integration:</b> Leverage both traditional and modern marketing approaches to create cohesive strategies that enhance brand positioning and consumer engagement.</li></ol>

	<ol style="list-style-type: none"> <li>2. <b>Market Segmentation and Targeting:</b> Employ advanced segmentation techniques to identify, evaluate, and target distinct market segments effectively.</li> <li>3. <b>Brand Management and Equity Building:</b> Develop and manage brand strategies that build strong brand equity and enhance competitive advantage.</li> <li>4. <b>Digital and Global Marketing Competence:</b> Utilize e-marketing, digital marketing tools, and emerging trends to capture global market opportunities and innovate within evolving digital landscapes.</li> <li>5. <b>Product and Service Innovation:</b> Drive innovation in consumer, industrial, and service marketing by effectively managing new product development and adoption processes.</li> </ol>
<p style="text-align: center;"><b>Course Outcomes</b></p>	<p>After completing this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. <b>Traditional vs. Modern Marketing (10%):</b> <ul style="list-style-type: none"> <li>○ Differentiate between traditional and modern marketing approaches.</li> <li>○ Evaluate the advantages and limitations of each approach.</li> <li>○ Propose strategies that integrate both methods for enhanced market reach.</li> </ul> </li> <li>2. <b>Business Market Segmentation (15%):</b> <ul style="list-style-type: none"> <li>○ Identify key segmentation variables and criteria.</li> <li>○ Analyze market targeting strategies and ethical considerations in segmentation.</li> <li>○ Develop segmentation plans for effective market coverage and specialization.</li> </ul> </li> <li>3. <b>Brand Positioning and Brand Equity (15%):</b> <ul style="list-style-type: none"> <li>○ Explain the concepts of brand positioning and alternative approaches to positioning.</li> <li>○ Illustrate the role and scope of branding for various business sizes.</li> <li>○ Apply brand equity models (e.g., Brand Asset Valuator and Brand Resonance) to measure and build brand strength.</li> </ul> </li> <li>4. <b>E-Marketing and Its Types (10%):</b> <ul style="list-style-type: none"> <li>○ Understand the evolution and role of e-marketing in today's business landscape.</li> <li>○ Discuss the advantages, limitations, and types of e-marketing and web portals.</li> <li>○ Analyze consumer behaviour in online shopping environments.</li> </ul> </li> <li>5. <b>Emerging Trends in Global Marketing (10%):</b> <ul style="list-style-type: none"> <li>○ Examine the impact of digital marketing tools (SEO, social media, email marketing) on global strategies.</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>○ Evaluate the concepts of green and sustainable marketing along with the integration of artificial intelligence in marketing.</li> </ul> <p><b>6. Marketing of Consumer Products (10%):</b></p> <ul style="list-style-type: none"> <li>○ Define and classify consumer goods and explain the marketing mix tailored for these products.</li> <li>○ Address product differentiation and the product planning process.</li> </ul> <p><b>7. Marketing of Industrial Products (10%):</b></p> <ul style="list-style-type: none"> <li>○ Distinguish between industrial and consumer goods.</li> <li>○ Analyze the characteristics and classifications of industrial products to develop effective marketing strategies.</li> </ul> <p><b>8. Marketing of Services (10%):</b></p> <ul style="list-style-type: none"> <li>○ Define services and explore the differences between products and services.</li> <li>○ Identify key service marketing challenges including service differentiation and new service realities.</li> <li>○ Formulate marketing mixes that address the unique features of the service sector.</li> </ul> <p><b>9. Introducing New Market Offerings (10%):</b></p> <ul style="list-style-type: none"> <li>○ Understand various types of new products and the challenges in new product development.</li> <li>○ Manage budgeting, organization, and the consumer adoption process for new market offerings.</li> <li>○ Apply strategies to accelerate product adoption and innovation in competitive markets.</li> </ul> <hr/> <p>This structure links the overall program goals with the specific skills and knowledge areas targeted by the course syllabus. It ensures that students gain a balanced insight into traditional and modern marketing paradigms, digital innovations, and product/service strategy development, preparing them for diverse roles in the marketing field.</p>
<p><b>Marketing-4</b></p> <p><b>Credit-4</b></p>	
<p><b>Unit No.</b></p>	<p><b>Content</b></p>
<p><b>1</b></p>	<p><b>Traditional V/S modern marketing. 13%</b></p> <ul style="list-style-type: none"> <li>● Key Features of Ancient Marketing Systems</li> <li>● Evolution of marketing in India</li> <li>● Vedic Marketing</li> <li>● Characteristics of Vedic Marketing</li> </ul>

	<ul style="list-style-type: none"> <li>• Relevance of Vedic marketing in in the Indian Context</li> <li>• Key Principles of Vedic Marketing.</li> <li>• Traditional marketing and modern marketing definition.</li> <li>• Key Differences between the two</li> <li>• Advantages &amp; Disadvantages of traditional marketing</li> <li>• Advantages &amp; Disadvantages of Modern marketing</li> <li>• Integration of Both Approaches</li> </ul>	
<b>2</b>	<p><b>Business market segmentation.</b></p> <ul style="list-style-type: none"> <li>• Major business market segmentation variables.</li> <li>• Market targeting</li> <li>• Effective segmentation criteria.</li> <li>• Evaluating and selecting the market segments.</li> <li>• Full market coverage</li> <li>• Multiple segment specializations</li> <li>• Single segment concentration</li> <li>• Individual marketing.</li> <li>• Legal and ethical issues with market targets.</li> </ul>	<b>10%</b>
<b>3</b>	<p><b>Brand positioning and brand equity.</b></p> <ul style="list-style-type: none"> <li>• Meaning of brand positioning.</li> <li>• Alternative approaches to positioning</li> <li>• Positioning and branding for small businesses.</li> <li>• Meaning of brand</li> <li>• Role of brands for consumers and firms</li> <li>• Scope of branding</li> <li>• Definition of brand equity</li> <li>• Brand equity models</li> <li>• Brand asset Valuator model</li> <li>• Brand resonance model</li> <li>• Building brand equity</li> <li>• Measuring brand equity.</li> </ul>	<b>12%</b>
<b>4</b>	<p><b>. E-Marketing and its Types</b></p> <ul style="list-style-type: none"> <li>• Introduction to E-Marketing</li> <li>• Role of internet</li> <li>• Evolution of internet</li> <li>• Advantages of E-Marketing, Limitations of E-Marketing</li> <li>• Web portals, types of portals</li> <li>• Attributes of online shopping</li> <li>• Motivation of online shopping</li> </ul>	<b>10%</b>

5	<p><b>Emerging Trends in Global Marketing</b> <span style="float: right;"><b>10%</b></span></p> <ul style="list-style-type: none"> <li>• Meaning and scope of e-commerce</li> <li>• Online marketing strategies</li> <li>• Digital marketing tools: SEO, social media marketing, email marketing</li> <li>• Green marketing and sustainable marketing</li> <li>• Artificial intelligence in marketing</li> </ul>
6	<p><b>Marketing of Consumer Products</b> <span style="float: right;"><b>12%</b></span></p> <ul style="list-style-type: none"> <li>• Consumer marketing</li> <li>• Definition of consumer goods</li> <li>• Classification of consumer goods</li> <li>• Marketing mix for consumer goods</li> <li>• Characteristics of consumer goods</li> <li>• Product differentiation</li> <li>• Product planning process of consumer goods</li> <li>• Application of Vedic Marketing in <b>Consumer Goods Marketing.</b></li> <li>• Case Study: Prakriti Naturals (Organic FMCG Brand)</li> </ul>
7	<p><b>Marketing of Industrial Products</b> <span style="float: right;"><b>10%</b></span></p> <ul style="list-style-type: none"> <li>• Definition of industrial goods</li> <li>• Classification of industrial goods</li> <li>• Characteristics of industrial goods</li> <li>• Difference between industrial and consumer goods</li> <li>• How Vedic Marketing Principles Apply in marketing of Industrial product marketing.</li> <li>• Case Study: Dharma Tech Pvt. Ltd. – Vedic-Inspired Industrial Marketing</li> </ul>
8	<p><b>Marketing of services</b> <span style="float: right;"><b>13%</b></span></p> <ul style="list-style-type: none"> <li>• Meaning and definition</li> <li>• Difference between products and services</li> <li>• Characteristics of services</li> <li>• Kinds of services</li> <li>• Service differentiation</li> <li>• Importance of service marketing</li> <li>• Reasons for growth of service sector</li> <li>• Marketing mix in service marketing</li> <li>• New Service realities.</li> <li>• Best practices of service companies</li> </ul>

	<ul style="list-style-type: none"> <li>• Differentiating services.</li> <li>• Application of Vedic Marketing in <b>Service Marketing</b>.</li> <li>• Case Study: Ved Ayur Wellness Spa Vedic-Inspired service <ul style="list-style-type: none"> <li>▪ marketing.</li> </ul> </li> </ul>
<b>9</b>	<p><b>Introducing New market offerings. 10%</b></p> <ul style="list-style-type: none"> <li>• Types of New products</li> <li>• Challenges in new product development</li> <li>• Budgeting for new product development</li> <li>• Organizing new product development</li> <li>• Managing the development process.</li> <li>• Consumer adoption process</li> <li>• Stages in adoption process</li> <li>• Factors influencing adoption process</li> </ul>

Reference books:

1. Marketing Management by Philip Kotler and Kevin Lane Keller 15 th edition Publishid by Pearson
2. Fundamentals of digital marketing By Puneet singh Bhatia published by Pearson.
3. Fundamentals of Online marketing by Shaid Amin,Dr. Sudip Basu, Dr.SrinivasNaryana,Mrs Irene marie dove. Published by REST publishers.
4. Digital marketing an Insight to Fundamentals, strategies and implementation by Dr. GurnabK.Sharma and Dr. Princi Gupta
5. Marketing Research and analytics by Sanjeev KumarThalari, Dr. Raghvendra AN ,Dr. Mohan N.
6. Marketing Research an applied orientation by Naresh K. Malhotra, Satyabhusan Das
7. 1.Marketing -N. Rajan Nair
8. 2.Principles marketing management -R.S.Daver
9. 3.Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
10. 4.Marketing Management -Philip Kotler
11. 5.Modern Marketing – Still, Govani, Condift
12. 6.Case studies in Marketing Management – Sherlekar and Sherlekar
13. 7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John