

Veer Narmad South Gujarat University, Surat

T.Y. B.Com.(External)

Marketing Paper 3 (Major) Credit-4

(Syllabus effective from academic year 2025-26)

Subject Title	Marketing -3
Program-Outcome	Upon completing the B.Com. (Marketing) program, students will be able to:
	<ol style="list-style-type: none">1. Fundamental Knowledge – Demonstrate knowledge of commerce, business, marketing, and financial concepts essential for professional success.2. Analytical Skills – Analyze business environments, interpret data, and make strategic decisions using problem-solving techniques.3. Research and Innovation – Conduct research using appropriate methodologies and contribute to business innovations.4. Communication Skills – Exhibit effective verbal and written communication skills in business and marketing scenarios.5. Ethical and Social Responsibility – Understand ethical, legal, and social responsibilities in business and marketing practices.6. Entrepreneurship and Leadership – Develop entrepreneurial and leadership skills to initiate and manage business ventures.7. Technological Adaptation – Use digital tools and analytical software for business research and decision-making.8. Global Perspective – Analyze international business trends and adapt strategies for competitive advantage.
Program Specific Outcomes	Upon completing the Marketing Specialization in B.Com., students will be able to:
	<ol style="list-style-type: none">1. Market Research Proficiency – Utilize research techniques to analyze consumer behaviour, market trends, and business opportunities.2. Strategic Marketing Planning – Develop comprehensive marketing plans based on data-driven insights and industry trends.3. Sales and Promotion Management – Implement effective sales promotion strategies and evaluate their impact on consumer behaviour.4. Digital and Multichannel Marketing – Understand and integrate digital marketing strategies into traditional marketing

	<p>channels.</p> <ol style="list-style-type: none"> 5. International Marketing Strategies – Analyze global market environments and formulate marketing strategies for international business expansion. 6. Ethical and Social Marketing Awareness – Apply ethical and socially responsible marketing practices in decision-making processes. 7. Competitive Analysis and Decision-Making – Evaluate competitors’ strategies and enhance business positioning through market intelligence. 8. Distribution and Value Networks – Optimize supply chain, channel management, and value networks for effective product distribution.
<p>Course Outcomes</p>	<p>After completing this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Marketing Research (10%) – Understand the role, objectives, and process of marketing research in decision-making. 2. Research Design (10%) – Identify different types of research designs and their applications in marketing studies. 3. Data Collection and Interpretation (20%) – Learn various data collection methods, sampling techniques, and data interpretation tools for market analysis. 4. Marketing Planning (10%) – Develop structured marketing plans and evaluate their effectiveness. 5. International Marketing (10%) – Assess international marketing factors and differentiate between domestic and global marketing strategies. 6. Social Marketing (10%) – Understand social marketing concepts and their impact on society and business. 7. Marketing Distribution Channels & Value Networks (15%) – Analyze and manage marketing distribution channels effectively in the digital era. 8. Competition Analysis & Sales Promotion Techniques (15%) – Conduct competitive analysis and apply appropriate sales promotion strategies for business growth. <p>This structured learning approach ensures students gain theoretical and practical expertise in marketing, preparing them for career opportunities in the business and marketing fields.</p>

Marketing-3	
Credit-4	
Unit No.	Content
1.	<ul style="list-style-type: none"> • Marketing Research 10% • Marketing research and Vedic marketing systems. • Relation between marketing research and Vedic marketing. • Impact of Vedic marketing in marketing research. • Integration of Vedic Marketing Values in Present-Day Marketing Research • Benefits of integrating Vedic values in research • Meaning, role, and objectives of marketing research • Process of marketing research • Scope and importance in decision-making • Characteristics of good marketing research
2.	<p>Research Design 10%</p> <ul style="list-style-type: none"> • Definition of Research design • Elements of research design • Characteristics of research design • Steps involved in research design • Types: Exploratory, descriptive, and causal research • Data collection procedures (qualitative and quantitative research) • Usefulness of Vedic Marketing Systems in Research Design
3.	<p>Data collection and interpretation (Only Concepts) 20%</p> <ul style="list-style-type: none"> ○ Surveys and Questionnaires ○ Interviews (Structured & Unstructured) ○ Focus Groups ○ Observations (Participant & Non-Participant) ○ Experimentation • Secondary Data Collection <ul style="list-style-type: none"> ○ Government Reports & Publications ○ Company Reports & Financial Statements ○ Research Papers & Journals ○ Online Databases & Websites • Sampling Methods <ul style="list-style-type: none"> ○ Probability Sampling (Random, Stratified, Systematic, Cluster) ○ Non-Probability Sampling (Convenience, Judgmental, Snowball, Quota) • Data Collection Instruments

	<ul style="list-style-type: none"> ○ Open-ended vs. Closed-ended Questions ○ Likert Scales & Rating Scales ○ Structured vs. Unstructured Questionnaires ● Ethical Issues in Data Collection <ul style="list-style-type: none"> ○ Privacy and Confidentiality ○ Informed Consent ○ Bias and Misrepresentation <p>Data Interpretation:</p> <ul style="list-style-type: none"> ● Data Processing <ul style="list-style-type: none"> ○ Data Cleaning & Preparation ○ Data Entry & Coding ○ Handling Missing Data ● Descriptive Analysis <ul style="list-style-type: none"> ○ Measures of Central Tendency (Mean, Median, Mode) ○ Measures of Dispersion (Variance, Standard Deviation, Range) ○ Frequency Distribution ● Inferential Analysis <ul style="list-style-type: none"> ○ Hypothesis Testing ○ Correlation & Regression Analysis ○ T-tests & Chi-Square Tests
4.	<p>Marketing Planning 10%</p> <ul style="list-style-type: none"> ● Steps in marketing planning ● Components of a marketing plan ● Evaluation and control of marketing plans (strategic and operational control) ● Marketing audit and its features
5	<p>International Marketing 15%</p> <ul style="list-style-type: none"> ● Meaning/ Definitionnature, and scope of international marketing ● Factors affecting international marketing ● International marketing environment ● International marketing decision factors ● Difference between international and domestic marketing ● Relationship Between Indian Vedic Marketing System and International Marketing. ● Case Example: Ayurveda and International Wellness Industry. ● How Vedic Marketing Enhances International Marketing

<p style="text-align: center;">6</p>	<p>Social Marketing 15%</p> <ul style="list-style-type: none"> • Definition • Evolution of social marketing • Marketing mix in social marketing • Social marketing process • Marketing plan for social marketing • Emerging concepts of social marketing • Relationship Between Social Marketing and Vedic Marketing • Key Commonalities between both concepts • Examples of Vedic Principles in Social Marketing Campaigns • Case Example: Swachh Bharat Abhiyan
<p style="text-align: center;">7</p>	<p>Marketing Distribution Channels And Value networks 10%</p> <ul style="list-style-type: none"> • Definition and importance of channels • Functions of channels • Multichannel marketing • Integrating multichannel marketing systems • Digital channel revolution • Channel management decisions • Channel levels • Channel design • Channel power • Channel conflict and control • Identifying and evaluating major channel alternatives • Channel modification Decisions.
<p style="text-align: center;">8</p>	<p>Competition analysis & Sales Promotion Techniques 10%</p> <ul style="list-style-type: none"> • Introduction • Bases of competition • Competitive forces • Competitive disadvantages • Identifying competitors • Analyzing competitors • Consumer satisfaction • Consumer delight • Meaning and objectives of sales promotion • Types of sales promotion: Consumer-oriented, trade-oriented, and sales force- oriented promotions • Evaluation of sales promotion programs

Reference Books:

1. Marketing Management by Philip Kotler and Kevin Lane Keller 15 th edition
Published 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. Marketing -N. Rajan Nair
8. Principles marketing management -R.S.Daver
9. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
10. Marketing Management -Philip Kotler
11. Modern Marketing – Still, Govani, Condiff
12. .Case studies in Marketing Management – Sherlekar and Sherlekar
13. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
14. Store design and visual Merchandising By clause Ebster and Marion Garaus.