

VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT

Syllabus (In Force From Academic Year 2023-24)

Class And Semester: -First Year (B. Com (Sem-1))

Subject And Paper: -Marketing (Paper-1)

Course Type: - Minor (Electives) Credit: - 4

Objectives:

1. To understand the fundamental concepts and philosophies that guide a company's marketing efforts.
2. To explore the importance of customer value and customer satisfaction in marketing.
3. To identify and address misconceptions about marketing.
4. To develop skills in market-oriented strategic planning, including analyzing business mission, conducting SWOT analysis, and selecting appropriate strategies.
5. To examine competition and competitive strategies, including competitor analysis and the design of competitive strategies.

Learning Outcomes:

1. Students will be able to explain the different concepts guiding a company's marketing efforts and understand their implications for business strategies.
2. Students will be able to assess and enhance customer value and customer satisfaction through effective marketing practices.
3. Students will be able to identify and debunk common misconceptions about marketing, demonstrating a deeper understanding of its role and impact.
4. Students will be able to create and implement market-oriented strategic plans, including developing a business mission statement, conducting strategic analysis, and selecting suitable strategies.
5. Students will be able to analyze competition, conduct competitor analysis, and design effective competitive strategies for different market positions, such as market leader, market challenger, market follower, and market nicher.

COURSE CONTENTS

Unit	Title Name	Unit wise Weightage of Marks (in %)
1	Basic concepts of marketing	30%
2	Market oriented strategic planning	30%
3	Competition and competitive strategy	20%
4	Positioning	20%

Course	commerce
Course Title	Marketing - 1
Credit	4
Teaching Hour per Week	4
Review /Revision Required	No
Minimum weeks/Semester	
Medium of Instruction	English
Purpose of Course	To orient the students with marketing concepts and its application in the business world

Unit 1: Basic Concepts of Marketing

- a) Introduction
- b) Philosophies guiding a Company's Marketing Effort
- c) Meaning and Definition of Marketing
 - I. The Production Concept
 - II. The Product Concept
 - III. The Selling Concept
 - IV. The Marketing Concept
 - V. The Customer Concept
 - VI. The Social Marketing Concept
- d) Customer Value and Customer Satisfaction
 - I. Customer Value
 - II. Customer Satisfaction
- e) Misconceptions about Marketing

Unit 2: Market-Oriented Strategic Planning

- a) Introduction
- b) The Nature of Strategic Planning
 - I. Step I: Business Mission Statement
 - II. Step II: Strategic Analysis
 - III. Step III: SWOT Analysis
 - IV. Step IV: Strategy Identification and Selection
 - V. Step V: Prepare Operating Plans for each Functional Area
 - VI. Step VI: Implementation, Evaluation and Control of the Plan

Unit 3: Competition and Competitive Strategy

- a) Introduction
- b) Identifying Competitors
 - I. Customer Perspective
 - II. Industry Perspective
- c) Structural Analysis of the Industry
- d) Competitor Analysis
- e) Setting up a Competitive Intelligence System
- f) Generic Competitive Strategies
 - I. Cost Leadership
 - II. Differentiation
 - III. Focus

- g) Designing Competitive Strategies
 - I. Market Leader
 - II. Market Challenger
 - III. Market Follower
 - IV. Market Nicher
- h) Balancing Customer and Competitor Orientations

Unit 4: Positioning

- a) Introduction
- b) Positioning
 - I. Definition of Positioning
 - II. Importance of Positioning
- c) The Positioning Concept
 - I. The A-The Target Audience
 - II. The B- The Benefit
 - III. The C-The Compelling Reason
- d) The Process of developing a Position

- e) Positioning Strategies
- f) Repositioning

References:

1. "Marketing Management: Indian Context" by Rajan Saxena
2. "Consumer Behavior: Insights from Indian Market" by Dipankar Gupta
3. "Integrated Marketing Communications: Indian Cases and Concepts" by K. Bhattacharya and S. Basu
4. "Services Marketing: Concepts, Strategies, and Cases" by S. Ramesh Kumar and C. Rajendran
5. "Pricing: Strategies and Tactics for Pricing in India" by Utpal M. Dholakia