VEER NARMAD SOUTH GUJARAT UNIVERSITY SURAT

Syllabus (In Force From Academic Year 2023-24)

Class And Semester: -First Year (B. Com (Sem-2)

Subject And Paper: -Marketing (Paper-2)

Course Type: - Minor (Electives)

Credit: - 4

Objectives:

1. Understand the principles and concepts of strategic pricing in marketing.
2. Explore the factors that influence price sensitivity and their impact on pricing decisions.
3. Analyze the role of pricing strategy in different stages of the product life cycle.
4. Examine the pricing tactics and the pricing process used by companies for growth.
5. Gain insights into the significance of integrated marketing communications (IMC) in marketing strategy.

Learning Outcomes:

1. Identify the factors that influence price sensitivity and apply strategies to effectively price products or services.
2. Evaluate the impact of costs on pricing decisions and determine the customer value associated with pricing.
3. Apply pricing strategies based on the product life cycle and competitive dynamics in the market.
4. Design and implement integrated marketing communication plans using various communication tools and media.
5. Analyze customer expectations, perceptions, and satisfaction levels to enhance service quality and improve marketing strategies.

COURSE CONTENTS

Unit	Title Name	Unit wise Weightage of Marks (in %)
1	**Strategic pricing**	**30%**
2	**Integrated marketing Communication**	**30%**
3	**Introduction to services**	**20%**
4	**Customer expectations and customer perception**	**20%**

Course	Commerce
Course Title	Marketing-2
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 basics of marketing

Unit 1: Strategic Pricing

a) Introduction
b) Costs: Impact on Pricing
c) Customer Value and Price Sensitivity
I. Nagle and Holden's Nine Factors that influence PriceSensitivity
II. Market Segmentation using Price-Value Perceptions
III. Effect of the Internet on Price Sensitivity
d) Pricing Strategy and the Product Life Cycle
e) Understanding the Pricing Game
I. Price Competitiveness
II. Reacting to Competition with Price
f) Pricing: Key Tool of a Company's Growth Strategy
I. Role of the Distribution Channel in Setting Prices
II. Product Line Pricing
III. Pricing Tactics
IV. The Pricing Process

Unit 2: Integrated Marketing Communications (IMC)

a) Introduction
b) Concept of IMC
c) The Communications Process
I. The AIDA Concept
d) The Communications Mix
I. Advertising
II. Sales Promotion
III. Public Relations and Publicity
IV. Personal Selling
V. Direct Marketing
VI. Internet as a Communication Tool
e) Factors affecting the Communications Mix
f) The Media Mix
I. Factors affecting Media Selection
II. Characteristics of Different Media
g) Planning Communications Campaign
h) Budgeting for Marketing Communications

Unit 3: Introduction to Services

a. The Service Sector
b. GATS Classification

c. Classification based on Levels of Customer Contact
d. Importance of Services Marketing
e. Reasons for growth of Service Industry
f. Tangibility Spectrum
g. Differentiating Services from Goods
h. Extended Marketing mix-Three additional Ps

Unit 4: Customer Expectations and Service Perceptions

a) Introduction
b) The Zone of Tolerance
c) Model of Customer Expectations
d) The Services Marketing Triangle
e) Service Encounters
f) The Customer's Perspective
g) The Employee's Perspective
h) Customer Perceptions
i) Customer Satisfaction
j) Marketing Research for Service Expectations andPerceptions

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