

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**CLASS: SECOND YEAR B.COM SEM: 3**  
**SUBJECT: MARKETING PAPER - 1**  
**COURSE TYPE: MAJOR/MDC – 4 CREDIT**  
**EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS**

**OBJECTIVES:**

- (1) To impart the fundamental and basic knowledge about marketing subject
- (2) To understand the basic working of different field of marketing strategies and policies.
- (3) To provide knowledge about product and product related strategies.

**OUT COMES:**

- (1) Helpful in the field of marketing and market centric jobs.
- (2) To further study purpose in masters and other equivalent degrees.

**COURSE CONTENT:**

| UNIT NO | CONTENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | WEIGHTAGE |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1.      | <u>Basics of Marketing</u> <ul style="list-style-type: none"> <li>- Definition of Marketing and Marketing management</li> <li>- Factors affecting business strategies over time                             <ol style="list-style-type: none"> <li>1) Changing customer demographics and psychographics</li> <li>2) Emerging technologies</li> <li>3) Fluctuating market conditions</li> <li>4) Cultural shifts</li> </ol> </li> <li>- Objectives of marketing</li> <li>- Activities of marketing</li> <li>- Core marketing concepts                             <ol style="list-style-type: none"> <li>1) Needs, wants, exchanges</li> <li>2) Transactions</li> <li>3) Products</li> <li>4) Services</li> <li>5) Demands</li> </ol> </li> <li>- Marketing Philosophies                             <ol style="list-style-type: none"> <li>1) Marketing Concept</li> <li>2) Product Concept</li> <li>3) Societal Concept</li> </ol> </li> </ul> | 30%       |
| 2.      | <u>Various Marketing Concepts</u> <ul style="list-style-type: none"> <li>- Moment marketing</li> <li>- Experiential marketing</li> <li>- Relationship marketing</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | 20%       |

|    |                                                                                                                                                                                                                                                                                                                                                                                                                     |     |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
|    | <ul style="list-style-type: none"> <li>- Content marketing</li> <li>- Conversational marketing</li> <li>- Digital marketing</li> <li>- Inbound and outbound marketing</li> <li>- Contextual marketing</li> <li>- Place marketing</li> <li>- Man marketing</li> <li>- Idea marketing</li> <li>- Internal and external marketing</li> </ul>                                                                           |     |
| 3. | <u>Product and Product management</u> <ul style="list-style-type: none"> <li>- Concept of Product, Product management, Product development, Product planning, Product development process</li> <li>- Product Line, Product Mix</li> <li>- Factors affecting Product Mix</li> <li>- Product Life Cycle</li> <li>- Product diversification, Product elimination</li> <li>- Reasons for new product failure</li> </ul> | 20% |
| 4. | <u>Packing and Packaging</u> <ul style="list-style-type: none"> <li>- Role of Packing</li> <li>- Types and Functions</li> <li>- An ideal packaging</li> <li>- Social desirability of packaging</li> <li>- Labeling- its functions and types</li> <li>- Assembling, grading and standardization</li> <li>- Warranty and Guarantee</li> </ul>                                                                         | 20% |
| 5. | <u>Case Study</u>                                                                                                                                                                                                                                                                                                                                                                                                   | 10% |

#### REFERENCES :

- (1) Marketing Management by Philip Kotler.
- (2) Marketing Management by N. Rajan.
- (3) Modern Practices of Marketing in India by C.B. Memoria and R.G. Joshi.
- (4) Marketing Management Concept and Cases by S.A. Sherlekar and R. Krishnamoorthy (Himalaya Publications)
- (5) Marketing Management by Rajan Saxena (Tata Mc Graw Hill)
- (6) Marketing Management by M. Govindrajan II<sup>nd</sup> edition (Prentice Hall of India).



**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**CLASS: SECOND YEAR B.COM SEM: 3**  
**SUBJECT: MARKETING PAPER - 2**  
**COURSE TYPE: MAJOR – 4 CREDIT**  
**EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS**

**OBJECTIVES:**

- (4) To provide knowledge about various pricing policies in the market
- (5) To provide knowledge about brands and their effectiveness.
- (6) To make familiar with web marketing

**OUTCOMES:**

- (1) Helpful in pricing process and its determination
- (2) Digital and web marketing

**COURSE CONTENT:**

| UNIT NO | CONTENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | WEIGHTAGE |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| 1       | <u>Pricing and Pricing Strategies</u> <ul style="list-style-type: none"><li>- Definition and Concept of Pricing</li><li>- Cost-Pricing Oriented Methods<ul style="list-style-type: none"><li>(a) Cost Plus Pricing</li><li>(b) Markup Pricing</li><li>(c) Target Return Pricing</li><li>(d) Market Oriented Pricing</li><li>(e) Perceived Pricing</li><li>(f) Value Pricing</li><li>(g) Going Rate Pricing</li><li>(h) Differential Pricing</li></ul></li><li>- Pricing Strategies<ul style="list-style-type: none"><li>(a) Value Based Pricing</li><li>(b) Competitive Pricing</li><li>(c) Skimming Pricing</li><li>(d) Penetration Pricing</li><li>(e) Economy Pricing</li><li>(f) Dynamic Pricing</li></ul></li></ul> | 25%       |
| 2       | <u>Brand Marketing</u> <ul style="list-style-type: none"><li>- Definition of Brand</li><li>- Reasons for Branding</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 20%       |



|   |                                                                                                                                                                                                                                                                                                                             |     |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|
|   | <ul style="list-style-type: none"> <li>- Types of Brands (Private, National, Individual, Blanket)</li> <li>- Multiple Brands for same Product</li> <li>- Store Label Brands</li> <li>- Brand Equity, Brand Image, Global Brands</li> </ul>                                                                                  |     |
| 3 | <u>Web Advertising</u> <ul style="list-style-type: none"> <li>- Types of Online Advertising</li> <li>- Challenges of Online Advertising</li> <li>- Direct Marketing, its advantages, disadvantages and Process</li> <li>- Factors causing of Direct Marketing</li> <li>- Internet Advertising and its advantages</li> </ul> | 20% |
| 4 | <u>Non-Profit Marketing</u> <ul style="list-style-type: none"> <li>- Definition and Concepts</li> <li>- Functioning of Non-Profit Marketing</li> <li>- Types of Non-Profit Marketing</li> <li>- Traditional Fund Raising, Consumer Charity</li> <li>- Event Marketing</li> </ul>                                            | 25% |
| 5 | <u>Case study</u>                                                                                                                                                                                                                                                                                                           | 10% |

#### REFERENCES :

- (7) Marketing Management by Philip Kotler.
- (8) Marketing Management by N. Rajan.
- (9) Modern Practices of Marketing in India by C.B. Memoria and R.G. Joshi.
- (10) Marketing Management Concept and Cases by S.A. Sherlekar and R.
- (11) Krishnamoorthy (Himalaya Publications)
- (12) Marketing Management by Rajan Saxena (Tata Mc Graw Hill)
- (13) Marketing Management by M. Govindrajan II<sup>nd</sup> edition (Prentice Hall of India).

