

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> - Definition of Marketing and Marketing management - Factors affecting business strategies over time 1) Changing customer demographics and psychographics 2) Emerging technologies 3) Fluctuating market conditions 4) Cultural shifts - Objectives of marketing - Activities of marketing - Core marketing concepts 1) Needs, wants, exchanges 2) Transactions 3) Products 4) Services 5) Demands - Marketing Philosophies 1) Marketing Concept 2) Product Concept 3) Societal Concept	30%
2.	<u>Various Marketing Concepts</u> - Moment marketing - Experiential marketing - Relationship marketing	20%

	- Content marketing - Conversational marketing - Digital marketing - Inbound and outbound marketing - Contextual marketing - Place marketing - Man marketing - Idea marketing - Internal and external marketing	
3.	<u>Product and Product management</u> - Concept of Product, Product management, Product development, Product planning, Product development process - Product Line, Product Mix - Factors affecting Product Mix - Product Life Cycle - Product diversification, Product elimination - Reasons for new product failure	20%
4.	<u>Packing and Packaging</u> - Role of Packing - Types and Functions - An ideal packaging - Social desirability of packaging - Labeling- its functions and types - Assembling, grading and standardization - Warranty and Guarantee	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 IInd edition (Prentice Hall of India).

