

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

OBJECTIVES:

1. Provide knowledge about buyers behaviour
2. To provide insight about organization behaviour
3. To give knowledge about market segmentation

OUTCOMES:

- (1) Helpful in disintegrating the market and to make policies about target customer
- (2) Understand the behaviour of an employee and worker at job place

COURSE CONTENT:

UNIT NO	CONTENT	WEIGHTAGE
1	<u>Buyer Behaviour</u> - Concept of Buyer Behaviour - Classes of Buyer - Difference between Buyer Behaviour and Consumer Behaviour - Buyer Motives - Decision making process in Buying - Factors affecting Buyer Behaviour	20%
2	<u>Organizational Behaviour</u> - Concepts and Definition - Factors Affecting Organizational Behaviour - Organizational Behaviour Models (a) Autocratic Model (b) Custodial Model (c) Supportive Model (d) Collegial Model	25%
3	<u>Market Segmentation</u> - Meaning - Concept and Importance - Bases of Market Segmentation - Uses of Market Segmentation - Process of Market Segmentation - Requirements of Effective Segmentation - Target Marketing	25%
4	<u>Recent Trends in Marketing</u>	20%

	- Mobile Marketing - Tele Marketing - Green Marketing - Digital Marketing - B2B Marketing - B2C Marketing	
5	<u>Case Study</u>	10%

REFERENCES:

- (1) Marketing Management by N. Rajan Nair
- (2) Modern Marketing by Still, Govani and Cundiff.



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OBJECTIVES :

1. To understand promotional mix and tools more elaborate way
2. Give the knowledge about the basic meaning and nature of advertising
3. To acquainted the students about recent trends and developments in the field of marketing

OUT COMES:

- (1) Helpful in advertising field
- (2) Helpful in customer care management
- (3) Helpful in customer relationship management

COURSE CONTENT:

UNIT NO	CONTENT	WEIGHTAGE
1	<u>Promotion</u> - Meaning and Purpose - Importance of Promotion in Marketing - Promotion Mix - Promotional methods - Sales Promotion at Different Levels - Personal Selling - Its Features and Functions	25%
2	<u>Advertising</u> - Definition - Importance - Objectives - Types - Benefits of Advertising to Customer and Society	20%
3	<u>Recent Trends in Marketing</u> - Mobile Marketing - Tele Marketing - Green Marketing - Digital Marketing - B2B Marketing - B2C Marketing	25%

4	<u>Customer Acquisition and Retention</u> - Life Cycle of Customer (Prospects, First time Buyers, Repeat Buyers, Defectors) - Meaning of Customer Acquisition and Retention - Factors Affecting Acquisition of Customers - Factors Affecting the Retention Rate	20%
5	<u>Case Study</u>	10%

REFERENCES:

1. Advertising management by Rajeev Batra, David Aaker, John Myers (Pearson publications)
2. Advertising Principles and Practice by Ruchi Gupta (S. Chand Publications)
3. Fundamentals of Digital Marketing by Puneet Singh Bhatia (Pearson Publications)

