

Subject code (Major) [2508000605020005]

Subject code (Minor) [2508000605050007]

Veer Narmad South Gujarat University, Surat

T.Y. B.Com.(Sem-5)

Marketing Paper 5 (Major/Minor) Credit-4

(Syllabus effective from academic year 2025-26)

Subject Title	Marketing -5
Program-Outcome	Upon completing the B.Com. (Marketing) program, students will be able to:
	1. Understand Business & Commerce Concepts – Demonstrate a comprehensive understanding of business, commerce, and marketing principles. 2. Develop Analytical & Research Skills – Analyze market trends, consumer behaviour, and business data to make informed decisions. 3. Enhance Critical Thinking & Problem-Solving – Apply strategic thinking to solve real-world marketing challenges. 4. Improve Communication & Presentation Skills – Effectively communicate marketing insights through reports, presentations, and discussions. 5. Apply Ethical & Sustainable Practices – Understand the ethical, legal, and social responsibilities of marketing professionals. 6. Utilize Digital & Technological Skills – Implement data-driven marketing strategies using digital tools and research methodologies. 7. Develop Entrepreneurial & Managerial Skills – Demonstrate leadership, teamwork, and innovation in business decision-making.
Program Specific Outcomes	Upon completing the Marketing Specialization in B.Com., students will be able to:
	1. Conduct Marketing Research & Analysis – Design, implement, and interpret marketing research to support business strategies. 2. Apply Research Design & Data Collection Methods – Understand and apply various research designs and data collection techniques for market analysis. 3. Use Data Interpretation & Statistical Tools – Analyze and interpret data using descriptive and inferential statistics for business decision-making. 4. Develop & Evaluate Marketing Plans – Formulate, implement, and assess marketing plans with a strategic and operational approach. 5. Understand Consumer Behaviour & Market Trends – Analyze consumer preferences and market dynamics to

	develop customer-centric marketing strategies.
Course Outcomes	After completing this course, students will be able to:
Marketing-5 Credit-4	Unit 1: Marketing Research 1. Explain the meaning, role, and objectives of marketing research in decision-making. 2. Describe the process of conducting marketing research and its scope in various industries. 3. Identify the characteristics of good marketing research and its impact on business strategy. Unit 2: Research Design 4. Define research design and explain its elements and characteristics. 5. Differentiate between various types of research design (exploratory, descriptive, causal). 6. Understand qualitative and quantitative data collection procedures. Unit 3: Data Collection & Interpretation 7. Describe different data collection techniques, including surveys, interviews, and focus groups. 8. Identify and differentiate between probability and non-probability sampling methods. 9. Explain the importance of ethical considerations in data collection. 10. Apply basic data processing techniques such as data cleaning, coding, and handling missing data. 11. Interpret marketing data using descriptive and inferential analysis methods. Unit 4: Marketing Planning 12. Explain the steps and components of a marketing plan. 13. Analyze the effectiveness of marketing plans through evaluation and control measures. 14. Understand the concept and importance of a marketing audit in business strategy.
Unit No.	Content
1.	• Marketing Research 25% • Marketing research and Vedic marketing systems. • Relation between marketing research and Vedic marketing.

	• Impact of Vedic marketing in marketing research. • Integration of Vedic Marketing Values in Present-Day Marketing Research • Benefits of integrating Vedic values in research • Meaning, role, and objectives of marketing research • Process of marketing research • Scope and importance in decision-making • Characteristics of good marketing research
2.	Research Design 25% • Definition of Research design • Elements of research design • Characteristics of research design • Steps involved in research design • Types: Exploratory, descriptive, and causal research • Data collection procedures (qualitative and quantitative research) • Usefulness of Vedic Marketing Systems in Research Design
3.	Data collection and interpretation (Only Concepts) 30% ○ Surveys and Questionnaires ○ Interviews (Structured & Unstructured) ○ Focus Groups ○ Observations (Participant & Non-Participant) ○ Experimentation • Secondary Data Collection ○ Government Reports & Publications ○ Company Reports & Financial Statements ○ Research Papers & Journals ○ Online Databases & Websites • Sampling Methods ○ Probability Sampling (Random, Stratified, Systematic, Cluster) ○ Non-Probability Sampling (Convenience, Judgmental, Snowball, Quota) • Data Collection Instruments ○ Open-ended vs. Closed-ended Questions ○ Likert Scales & Rating Scales ○ Structured vs. Unstructured Questionnaires • Ethical Issues in Data Collection ○ Privacy and Confidentiality ○ Informed Consent ○ Bias and Misrepresentation

	Data Interpretation: • Data Processing ○ Data Cleaning & Preparation ○ Data Entry & Coding ○ Handling Missing Data • Descriptive Analysis ○ Measures of Central Tendency (Mean, Median, Mode) ○ Measures of Dispersion (Variance, Standard Deviation, Range) ○ Frequency Distribution • Inferential Analysis ○ Hypothesis Testing ○ Correlation & Regression Analysis ○ T-tests & Chi-Square Tests
4.	Marketing Planning 20% • Steps in marketing planning • Components of a marketing plan • Evaluation and control of marketing plans (strategic and operational control) • Marketing audit and its features

Reference books:

1. Fundamentals of digital marketing By Puneet singh Bhatia published by Pearson.
2. Fundamentals of Online marketing by Shaid Amin, Dr. Sudip Basu, Dr. Srinivas Naryana, Mrs Irene Marie Dove. Published by REST publishers.
3. Digital marketing an Insight to Fundamentals, strategies and implementation by Dr. Gurnab K. Sharma and Dr. Princi Gupta
4. Marketing Research and analytics by Sanjeev Kumar Thalari, Dr. Raghvendra AN, Dr. Mohan N.
5. Marketing Research an applied orientation by Naresh K. Malhotra, Satyabhusan Das
6. 1. Marketing - N. Rajan Nair
7. 2. Principles marketing management - R.S. Daver
8. 3. Modern and Practice of marketing in India- Dr. C.B. Memoria, R.G. Joshi
9. 4. Marketing Management - Philip Kotler
10. 5. Modern Marketing – Still, Govani, Condit
11. 6. Case studies in Marketing Management – Sherlekar and Sherlekar
12. 7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John

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T.Y. B.Com.(Sem-5)

Marketing Paper 6 (Major) Credit-4

(Syllabus effective from academic year 2025-26)

Subject Title	Marketing -6
Program-Outcome	Upon completing the B.Com. (Marketing) program, students will be able to:
	1. Develop Marketing Expertise – Understand core marketing concepts, including consumer behaviour, branding, market segmentation, and digital strategies. 2. Apply Analytical Thinking – Use marketing research tools and frameworks to analyze market trends and consumer preferences. 3. Enhance Communication Skills – Develop persuasive communication and presentation skills for effective marketing strategies. 4. Ethical and Sustainable Marketing – Apply ethical principles in marketing and integrate sustainable practices in business strategies. 5. Adapt to Emerging Trends – Leverage digital and AI-driven marketing tools to navigate evolving market dynamics.
Program Specific Outcomes	Upon completing the Marketing Specialization in B.Com., students will be able to:
	1. Understand Traditional & Modern Marketing – Analyze key differences, advantages, and limitations of traditional and modern marketing approaches. 2. Master Market Segmentation – Apply segmentation variables, market targeting, and evaluation techniques to create effective marketing strategies. 3. Develop Brand Positioning Strategies – Utilize branding principles and brand equity models to enhance brand identity and consumer perception. 4. Explore E-Marketing Techniques – Gain insights into online marketing, digital strategies, and e-commerce trends to improve business outreach. 5. Adopt Global Marketing Trends – Understand the impact of AI, social media, green marketing, and digital innovations in modern marketing.

Course Outcomes	1. Differentiate between traditional and modern marketing, evaluating their effectiveness in various business scenarios. 2. Apply business market segmentation techniques to identify and target appropriate consumer groups. 3. Develop and implement brand positioning strategies using brand equity models such as the Brand Asset Valuator and Brand Resonance Model. 4. Analyze the role and impact of E-Marketing, including internet evolution, web portals, and online shopping behaviours. 5. Implement digital marketing tools like SEO, social media, and email marketing to enhance brand visibility. 6. Evaluate the significance of green and sustainable marketing and understand the role of AI in modern marketing practices.
Marketing-6 Credit-4	
Unit No.	Content
1.	Traditional V/S modern marketing.25% • Key Features of Ancient Marketing Systems • Evolution of marketing in India • Vedic Marketing • Characteristics of Vedic Marketing • Relevance of Vedic marketing in in the Indian Context • Key Principles of Vedic Marketing. • Traditional marketing and modern marketing definition. • Key Differences between the two • Advantages & Disadvantages of traditional marketing • Advantages & Disadvantages of Modern marketing • Integration of Both Approaches
2.	Business market segmentation.25% • Major business market segmentation variables. • Market targeting • Effective segmentation criteria. • Evaluating and selecting the market segments. • Full market coverage • Multiple segment specilizations • Single segment concentration • Individual marketing. • Legal and ethical issues with market targets.

3.	Brand positioning and brand equity.25% • Meaning of brand positioning. • Alternative approaches to positioning • Positioning and branding for small businesses. • Meaning of brand • Role of brands for consumers and firms • Scope of branding • Definition of brand equity • Brand equity models • Brand asset Valuator model • Brand resonance model • Building brand equity • Measuring brand equity.
4.	. E-Marketing and its Types 15% • Introduction to E-Marketing • Role of internet • Evolution of internet • Advantages of E-Marketing, Limitations of E-Marketing • Web portals, types of portals • Attributes of online shopping • Motivation of online shopping
5.	Emerging Trends in Global Marketing10% • Meaning and scope of e-commerce • Online marketing strategies • Digital marketing tools: SEO, social media marketing, email marketing • Green marketing and sustainable marketing • Artificial intelligence in marketing

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