

Subject code (Major) [2508000606020005]

Subject code (Minor) [2508000606040008]

Veer Narmad South Gujarat University, Surat

T.Y. B.Com.(Sem-6)

Marketing Paper 7 (Major/Minor) 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. Understand Global & Domestic Marketing – Develop knowledge of international marketing concepts, strategies, and decision-making. 2. Analyze Social Marketing Strategies – Apply marketing principles to social issues and public welfare initiatives. 3. Manage Marketing Channels & Distribution Networks – Understand the role, functions, and management of distribution channels, including digital networks. 4. Evaluate Competitive Market Strategies – Analyze competitive forces, consumer satisfaction, and the impact of sales promotion techniques. 5. Apply Ethical & Sustainable Marketing Practices – Implement responsible and ethical marketing strategies in global and social contexts. 6. Utilize Digital & Technological Advancements – Adapt to the evolving digital revolution in marketing channels and sales promotion. 7. Develop Decision-Making & Problem-Solving Skills – Use marketing analysis and competitive research to make strategic business decisions.
Program Specific Outcomes	Upon completing the Marketing Specialization in B.Com., students will be able to:
	1. Explain the Scope & Challenges of International Marketing – Understand global marketing environments, international decision-making, and product strategies. 2. Apply Social Marketing Principles – Develop social marketing campaigns considering the marketing mix, emerging trends, and strategic planning. 3. Manage & Optimize Distribution Channels – Evaluate and implement effective channel management decisions, including multichannel and digital strategies. 4. Analyze Competitive Forces & Sales Promotion

	Techniques – Identify market competitors, assess competitive strategies, and implement effective sales promotions.
Course Outcomes	After completing this course, students will be able to: Unit 1: International Marketing 1. Define international marketing and explain its nature, scope, and influencing factors. 2. Differentiate between international and domestic marketing. 3. Analyze the international marketing environment and its impact on global business. 4. Evaluate global product strategies and international marketing decision factors. Unit 2: Social Marketing 5. Explain the concept, evolution, and importance of social marketing. 6. Apply the marketing mix principles to social marketing campaigns. 7. Develop a marketing plan for social initiatives and analyze emerging trends. Unit 3: Marketing Distribution Channels & Value Networks 8. Define and explain the importance and functions of marketing channels. 9. Identify and evaluate major channel alternatives and design multichannel marketing systems. 10. Assess digital marketing channel strategies and their impact on business. 11. Understand channel power, conflict, control, and decision-making in marketing distribution. Unit 4: Competition Analysis & Sales Promotion Techniques 12. Identify key competitive forces and analyze market competitors. 13. Evaluate consumer satisfaction and consumer delight as competitive strategies. 14. Explain different sales promotion techniques for consumers, trade, and salesforce. 15. Assess the effectiveness of sales promotion programs and their impact on business growth.

Marketing-6	
Credit-4	
Unit No.	Content
1	International Marketing 25% • Meaning/ Definition nature, and scope of international marketing • Factors affecting international marketing • International marketing environment • International marketing decision factors • Difference between international and domestic marketing • Relationship Between Indian Vedic Marketing System and International Marketing. • Case Example: Ayurveda and International Wellness Industry. • How Vedic Marketing Enhances International Marketing
2	Social Marketing 25% • Definition • Evolution of social marketing • Marketing mix in social marketing • Social marketing process • Marketing plan for social marketing • Emerging concepts of social marketing • Relationship Between Social Marketing and Vedic Marketing • Key Commonalities between both concepts • Examples of Vedic Principles in Social Marketing Campaigns • Case Example: Swachh Bharat Abhiyan
3	Marketing Distribution Channels And Value networks 25% • Definition and importance of channels • Functions of channels • Multichannel marketing • Integrating multichannel marketing systems • Digital channel revolution • Channel management decisions • Channel levels • Channel design • Channel power • Channel conflict and control • Identifying and evaluating major channel alternatives • Channel modification Decisions.
4	Competition analysis & Sales Promotion Techniques 25%

	• Introduction • Bases of competition • Competitive forces • Competitive disadvantages • Identifying competitors • Analyzing competitors • Consumer satisfaction • Consumer delight • Meaning and objectives of sales promotion • Types of sales promotion: Consumer-oriented, trade-oriented, and salesforce- oriented promotions • Evaluation of sales promotion programs
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Reference books:

1. Marketing Management by Philip Kotler and Kevin Lane Keller 15 th edition
Publishid by Pearson
2. Fundamentals of digital marketing By Puneet singh Bhatia published by Pearson.
3. Funda mentals of Online marketing by Shaid Amin,Dr. Sudip Basu,
Dr.SrinivasNaryana,Mrs Irene marie dove. Published by REST publishers.
4. Digital marketing an Insight to Fundamentals, strategies and implementation by Dr.
GurnabK.Sharma and Dr. Princi Gupta
5. Marketing Research and analytics by Sanjeev KumarThalari, Dr. Raghvendra AN
,Dr. Mohan N.
6. Marketing Research an applied orientation by Naresh K. Malhotra, Satyabhusan Das
7. Marketing -N. Rajan Nair
8. Principles marketing management -R.S.Daver
9. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
10. Marketing Management -Philip Kotler
11. Modern Marketing – Still, Govani, Condiff
12. .Case studies in Marketing Management – Sherlekar and Sherlekar
13. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
14. Store design and visual Merchandising By clause Ebster and Marion Garaus.