

VEER NARMAD SOUTH GUJARAT UNIVERSITY


SYLLABUS

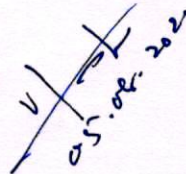
M.com Sem-1

Marketing—1

With effect from --2020-2021

1. **Fundamentals of marketing:** 25%
- Marketing concept
  - Various marketing Concepts ( Production, product, selling, marketing, customer and societal concept)
  - Marketing Mix
  - An effective marketing mix
  - Criticisms of the 4 "p" approach to marketing.
  - Choosing the optimum marketing Mix.
  - Value creation and value delivery.
  - Types of customer values.
  - Types of customers.
  - Approaches to marketing.
2. **Marketing Environment.** 25%
- Scanning the environment.
  - Meaning and concepts.
  - Micro environment
  - Macro environment.
  - Environmental analysis.( Special focus on PEST analysis.)
3. **Market Segmentation:** 25%
- Meaning of market segmentation
  - Non segmented markets
  - Market segmentation process
  - Market aggregation (Aggregation of market demand, characteristics of aggregating demand.)
  - Aggregation of supply
  - Estimations of market segmentations
  - Essentials for successful marketing segmentation.
  - Patterns of market segmentations
  - Segmentation of consumer and industrial markets ( Macro and Micro segmentation)
  - Nested approach to segmentation( Bonomas Shapiro model)
  - Evaluating market segments and target market selection
  - Strategies of target marketing
4. **Positioning** 25%
- Meaning
  - Elements of positioning
  - Tasks involved in positioning.
  - Repositioning
  - Dilution of positioning
  - Types of brand repositioning
  - Brand equity
  - Differentiation
  - Types of differentiation


  
05-8-2020

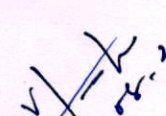
  
05.08.2020

- Product differentiation strategies.

#### Reference Books.

1. Marketing management by k. Karunakaran. By (himalaya publications)
2. Principles marketing management -R.S.Daver
3. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
4. Marketing Management -Philip Kotler
5. Modern Marketing – Still, Govani, Condit
6. Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John
- 8) Marketing management Rajan Saxena (Tata Mc Graw Hills)
- 9) Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
- 10) Marketing management (Concepts & cases) S.A Sherlekar, R. Krishnamoorthy. (Himalaya Publication)
- 11) Advertising (Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
- 12) Marketing quick win Ann marie Hanlon (PHI Learning)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

  
05-8-2020

  
05-8-2020

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**SYLLABUS**  
**M.COM-(SEM-1)**  
**Service marketing--2**

With effect from ---2020-2021

**1. THE FUNDAMENTAL CONCEPTS IN SERVICE MARKETING**

(25%)

- Definition of services and goods
- Components of services
- Customer expectations
- Flow charting
- Blue printing
- Service delivery as a system and as a process
- Service facility design and layout
- Service package
- Building service aspirations
- Tracking customer behaviour

**2. SERVICE PRICING STRATEGY:**

25%

- The concept of service pricing
- Major features of service pricing
- factors influencing pricing decisions
- service pricing and the corporate objectives
- Pricing strategy for services.
- Service pricing and the life cycle
- Service pricing and profitability.

**3. MANAGING QUALITY ASPECTS OF SERVICE MARKETING**

25%

- Meaning of service Quality
- Definition of quality
- Why is service marketing different
- Determinants of service quality
- SERVQL Model
- SERVICUAL scale
- GAPS model of service quality
- Bridging the service quality GAPS
- Reasons for GAPS in service
- Managing to close the service quality GAPS.
- Managing the design for services quality
- The model of standardization and customization

**4. SERVICE DEVELOPMENT AND DESIGN:**

(25%)

- Challenges of service design
- New service development
- Types of new services
- Services redesign
- Stages in new service development

2/15  
05-8-2020

V  
05-08-2020

**References:**

- 1) Service marketing by Dr. Shajahan(H.P)
- 2) Service Marketing, by Valarie`A`ZEITHAML AND MARY JO BITNER of Tata Mc Graw-Hill Publishing Company Ltd.
- 3) Service Marketing by S.M.Jha.
4. Service marketing concepts and practices by Ramneek Kapoor, Justin Paul and Biplab Halder.

---

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**SYLLABUS**  
**M.COM-(SEM-2)**  
**Service marketing-5**

---

**With effect from 2020 -2021**

---

**1. STRATEGIC SERVICE MARKETING**

(25)

- Building SCA focus strategies
- Identifying and selecting service target segments
- Positioning the service

- 
- Creating and maintaining value relationship
  - Niche and market cell
  - Market leadership strategies

**2. SERVICE INTERMEDIARIES:**

(25)

- Meaning of service intermediaries
- Types of service intermediaries
- Common issues involving intermediaries
- Advantages and disadvantages of different service delivery through intermediaries.

**3. DESIGNING SUITABLE PRODUCT AND PRICE MIX**

(25)

- Service marketing mix
- Product decision-complete service package
- Product line and brands
- Technological revolutions
- Pricing strategies and techniques
- Winning strategies through pricing
- Services New product development
- Challenges to new service product introduction in the Market place.

**4. INTRODUCTION TO MARKETING OF VARIOUS KEY EMERGING SERVICES** (25)

- Bank Marketing :Concept, justification and users,
- insurance marketing:concept,user and behavioural profile of users,
- Tourism Marketing concept, user and behavioural profile of users.
- **References:**

- 1) Service marketing by Dr. Shajahan(H.P)
- 2) Service Marketing, by Valarie`A`ZEITHAML AND MARY JO BITNER of Tata Mc Graw-Hill Publishing Company Ltd.
- 3) Service Marketing by S.M.Jha.
4. Service marketing concepts and practices by Ramneek Kapoor, Justin Paul and Biplab Halder. Tata Mc Graw-Hill Publishing Company Ltd.

---

*Handwritten signatures and dates:*  
05.08.2020  
05.08.2020

---

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT  
SYLLABUS FOR M.COM PART-1 (SEM-1)  
INTERNATIONAL MARKETING-3  
W.E.F FROM 2020-21

**1) INTERNATIONAL MARKETING:** (15)

- . Meaning
- . Reasons for companies going global
- . Which markets to enter
- . Differences among countries
- . Mode of entry in foreign market
- . International market strategy
- . Global brand
- . Multinational companies from developing countries

**2) PRODUCT POLICY AND PLANNING** (15)

- . Meaning of product
- . International product planning
- . Product design strategy: standardization and customization
- . Developing an international product line
- . Foreign product diversification
- . International packaging
- . International warranties and trademarks

**3) INTERNATIONAL PRICING:** (15)

- . Factors affecting pricing
- . Aspects of international price setting
- . Transfer pricing
- . Handling interdivisional conflicts
- . Dumping
- . Meeting the import challenge
- . leasing

**4) INTERNATIONAL CHANNELS OF DISTRIBUTION:** (15)

- . Perspectives of international distribution channels
- . International channel members
- . Channel management
- . Wholeselling and retailing in foreign environment
- . International franchising
- . International physical distribution

**5) CASE STUDY** (10)

References:

2/12  
05-8-2020

2/12  
05-08-2020

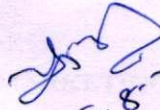
1) International marketing, by Subash .C .Jain. library of congress cataloging in –publication data.

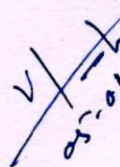
2) Marketing Management By Meenakshi & Arun Kumar ,Vikas Publications

3) Marketing Management,By Ramaswamy V/S Namakumari; Macmillan India, New Delhi.

4) International Marketing Management by R.L. Varshney & B. Bhattacharya, sultan chand & sons, Daryaganj. New Delhi-110002.

5) International marketing, P.K Vasudeva, Excel Books, A-45, Naraina Phase-1, New Delhi-110028

  
05-8-2020

  
05-08-2020