

VEER NARMAD SOUTH GUJARAT UNIVERSITY

SYLLABUS

M.com Sem-2

Marketing—4

With effect from --- 2020-2021

1. **Product decisions:** 25%
- Product- Definition, meaning and concept
 - Importance of product
 - Types of products (Related to Income----Inferior, normal, superior)
 - Types of products related to Price.(Giffin, ordinary and Veblen products)
 - Types of products related to consumption ability(non rival, Excludable product, Public product.
 - Private product, club product)
 - Dimensions of a products (Reliability, Responsiveness, Assurance, Empathy, Tangible)
 - Classification of Products (industrial, and consumer products)
 - Product Diversification (Reasons, advantages and types of diversification.
2. **Product Planning** 25%
- Meaning
 - Product addition and deletion
 - Elements of product planning
 - Importance of product planning.
 - Product planning and development strategy.(market penetration, market development, product development, product diversification)
 - New product development
 - Steps involved in new product development.
 - Test marketing
 - Diffusion of innovation theory
 - New product adoption and diffusion
 - Stages in adoption process
 - Adopter catagories
 - Product hierarchy
 - Product merchandising planning
 - Importance of merchandising planning
 - Product merchandising strategies
 - Importance of Product Merchandising strategies
3. **Integrated Marketing communications:** 25%
- Meaning of marketing communication
 - Sales promotion
 - Public relations and publicity
 - Sponsorships
 - Exhibitions
 - Word of mouth publicity
 - Direct marketing
 - Meaning of direct marketing
 - Direct marketing techniques
 - Growth in direct marketing activity
-
- Most popular direct marketing techniques
4. **Competitive marketing strategy:** 25%

25/8
05-8-2020

V/
05-08-2020

- Competitors analysis
- Competitive advantage.
- Sources of competitive advantage.
- Sustaining a competitive advantage

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, Condift
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)

2/20
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-2)
INTERNATIONAL MARKETING-6
W.E.F FROM 2020-21

1) INTERNATIONAL MARKETING RESEARCH: (15)

- . Framework for international marketing research
- . Information requirements of international marketers
- . Gathering secondary data at home
- . Secondary research abroad
- . Primary data collection
- . Organisation for international marketing research
- . International marketing information systems

2) EXPORT PROCEDURE AND DOCUMENTS: (20)

- . Preliminaries
- . inquiry and offer confirmation of offer exports licenses
- . finances productions/procurement of good
- . shipping space
- . packing and marking
- . quality control and preshipment insepection
- . excises clearance custom formalities
- . insurance
- . shipping the goods
- . negotiation of documents
- . preshipment documents
- . documents related to goods
- . documents related to shipments

3) MARKETING PLANNING AND STRATEGY FOR INTERNATIONAL BUSSINESS: (10)

- . Dimensions of international planning and strategy
- . Planning at a subsidiary level
- . Marketing planning at corporate level
- . Information scanning monitoring
- . Achieving planning effectiveness
- . New emphasis on global stratigic market planning

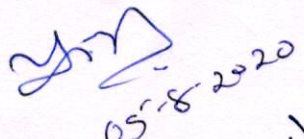
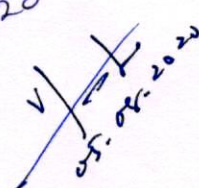
4) ORGANITATION AND CONTROL IN INTERNATIONAL MARKETING: (15)

- . Alternative organitational designs
- . Choosing apporiate organisational structure
- . New perspectives on organisation:corporate networking
- . Delegating decesion-making authority to foreign subsidiaries
- . Performance evaluationand control of foreign operations
- . Conflicts and their resolution

5) CASE STUDY (10)


References:

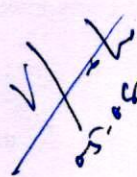
- 1) International marketing ,by Subash .C .Jain. library of congress cataloging in – publication data
- 2) Principals of marketing by Philip Kotler.(new delhi prentice hall of india Pvt Ltd.


05-8-2020

05-08-2020

- 3) International marketing(including export management) Francis Cherunilam Himalaya Publishing House.
- 4) Marketing Management By Meenakshi

- 5) International Trade and export management,byFrancis Cherunilam(Himalaya Publishing House.)


05-8-2020


05-08-2020