

VEER NARMAD SOUTH GUJRAT UNIVERSITY SURAT

M.COM- PART- I (2005-06)

MARKETING

PAPER- I

Objective :

The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environment constraints.

Course Inputs :

1. **Introduction :** (10)
Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning an overview.
2. **Market Analysis and Selection :** (15)
Marketing environment- macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behavior; Consumer Versus organization buyers, Consumer decision- making process.
3. **Product Decisions :** (15)
Concept of a product; classification of products; Major product decisions; Products line and product mix; Branding; Packaging and labeling; Product life cycle strategic implications; New product development and consumer adoption process.
4. **Pricing and Promotion Decision:** (15)
Factors affecting price determination, Pricing policies and strategies; Discounts and rebates. Communication process; Promotion Mix advertising, personal selling, sales promotion, publicity and public relations.
5. **Distribution Channels and Physical Distribution Decisions :** (10)
Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling.
6. **Marketing Research :** (05)
Meaning and scope of marketing research; Marketing research process.
7. **Issue and Developments in Marketing:** (15)
Social; ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and other development in marketing.

Note : Case Study (15)

Reference:

Kotler, Philip and Gary Armstrong; Principles of Marketing. Prentice Hall, New Delhi.
Kotler, Philip; Marketing Management- Analysis, Planning, Implementation and Control, Prentice Hall, New Delhi.
Majumdar, Ramanuj; Product Management in India, Prentice Hall, New Delhi.
Mc Carthy, E.Jenome and William D.,Perreault Jr; Basic Marketing Management Approach, Richard D. Inwin, Homewood, illionois.
Ramaswamy, VS and Namakumari, S, Marketing Management, MacMillan India, New Delhi.
Srinivasan, R.Case Studies in Marketing, The Indian Context, Prentice Hall, New Delhi.
Stanton, William J., and Charles Futrell, Fundamentals of Marketing; Mc Graw Hall Publishing Co., New York.
Still, Richard R, Edward W, Cundiff and Norman A.P.Govoni; Sales. Management; Decisions, Stategies and Cases, Prentice Hall, New Delhi.

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PAPER- II

SERVICE MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

Objective :

This Course acquaints students with the basic issues in service marketing and customer relationship management.

Course Inputs :

(A) Service Marketing

1. **Importance of Services Sector :** (10)
Nature and types of services and goods marketing; services marketing triangle.
2. **Environment for Services Marketing :** (20)
Macro and Microenvironments; Understanding service customers- models of service consumer behaviour; Customer expectations and perception; Service quality and Gap model.
3. **Marketing Segmentation and Selection:** (05)
Service maker segmentation; Targeting and positioning.
4. **Services Marketing Mix :** (20)
Need for expanded marketing mix; Planning for services offer; Pricing, promotion and distribution of services; Management of people; process and physical evidence; Matching of demand for and supply of services;
5. **Service Marketing Applications :** (15)
Marketing of financial, hospitality, hospital, tourism and education services; International marketing of services and GATS

(B) Customer Relationship Management

1. **Relationship Marketing and Development Process:** (15)
Meaning, nature and scope; Types of relational exchanges; Attributes and determinants of relational exchanges; Networking- nature role and mechanism.
2. **Developing and Managing Relationships :** (15)
Customers selection; Relationship; Strategies; Implementing CRM; Mistakes in implementing CRM; Role of information Technology in relationship building-e- CRM.

Reference:

Chistopher, H.Lovelock: Services Marketing; Prentice Hall, New Jersey.

Gosney, John W. and Thomas P.Boehm; Customer Relationship Management.

Essentials, Prentice Hall, New Delhi.

Payne, Adrian; The Essence of services Marketing, Prentice Hall, New Delhi.

Seth, Jagdish N et. Al: Customer Relationship Management, Tata McGraw Hill Publishing, New Delhi.

Shankar Ravi: Service Marketing- The Indian Experience, South Asia Publication, New Delhi.

Stone, Merlin and Neli Woodrock; Relationship Marketing, Kogan page, London.

Zeithami, V.A and M.J.Bitner- Service Marketing, McGraw Hill, Inc, New York.

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PAPER- III

INTERNATIONAL MARKETING

Objective

The objective of this course is to expose students to the conceptual framework of international marketing management.

Course Inputs:

- 1. Introduction to International Marketing:** (20)
Nature and significance; Complexities in international marketing; Transition from domestic to transnational marketing; International market orientation-EPRG framework; Ethical and Social issues.
- 2. International Marketing Environment :** (20)
Internal environment; External environment- geographical, demographic, economic, socio-cultural, political and legal environment; impact of environment on international marketing decisions. Information technology, impact of globalization; WTO
- 3. Foreign Market Selection :** (10)
Global market segmentation; selection of foreign markets, International positioning and market entry strategies.
- 4. Product Decisions :** (10)
Product planning for global markets, Standardization vs. Product adaptation, New product development; Management of international brands.
- 5. International Pricing and Promotion Decisions :** (20)
Environmental influences on pricing decisions, international pricing policies and strategies; Complexities and Issues; International advertising, Sales promotion and public relations.
- 6. Distribution and Logistics :** (10)
Selection of Foreign distributors/ agents and managing relations with them, International logistics decisions.
- 7. International Marketing Planning, Organising and Control :** (10)
Issues in international marketing planning; International marketing information system, Organising and Controlling, International marketing operations.

References:

- Czinkota, M.R.; International Marketing, Dryden Press, Boston.
Fayerweather, John; International Marketing, Prentice Hall, New Delhi.
Jain, S.C: International Marketing, CBS Publications, New Delhi.
Keegan, Warren J.: Global Marketing Management, Prentice Hall, New Delhi.
Onkvisit, Sak and John J.Shaw : International Marketing, Analysis and Strategies, Prentice Hall, New Delhi.
Paliwoda, S.J. (ED) : International Marketing, Reader, Routledge, London.
Paliwoda, Stanely J : The Essence of International Marketing, Prentice Hall, New Delhi.
Sarathy, R and V Terpostra : International Marketing, Dryden Press, Boston.