

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.