

# VEER NARMAD SOUTH GUJARAT UNIVERSITY

## M.COM. (PART - II)

2006-07

### MARKETING MANAGEMENT

#### PAPER- VI

#### MARKETING CHANNELS

1. **Value Network and Marketing :** (15%)  
Channel System, Works Performed by Marketing Channels, Channel Function and Flow, Channel Levels, Service Sector Channels, Information Highways Channels.
2. **Channel- Design :** (15%)  
Analyze Customers derived service output Levels. Establish Objectives and Constraints. Identify Major Channel, Alternatives, [valuate the Major Alternatives.
3. **Channel- Management Decisions:** (15%)  
Selecting Channels Members, Training Channels Members, Motivating Channel Members, Evaluating Channels Members, Modify Channel Approaches.
4. **Channels Dynamics :** (15%)  
Vertical Marketing Systems, Horizontal Marketing Systems, Multi-channel Marketing System, Conflict, Co-operation, and Competition, Legal and Ethical in use in channels relations.
5. **Managing Integrated Marketing Communications :** (10%)  
The Communication Process, Developing Effective Communication. Identifying The Target Audience, Determine the Communication Objectives, Design the Message, Select the Communication Channels. Establish the total Marketing Communication Budgets.
6. **Deciding On Marketing Communication mix :** (10%)  
The Promotional Tools, Factors in Setting the Marketing Communication mix, Measuring the Communication Results.
7. **Managing the Integrated Marketing Communication Process** (10%)

***Reference Reading :***

1. Marketing Management by Dr. C.B.Gupta and Dr.N.Rajan Nair of Himalaya Publication House.
2. Marketing & Management by B.Balaji of S.Chand & Company Ltd. New Delhi.
3. Marketing & Sales Management by D.C.Kapoor of S.Chand & Company Ltd. New Delhi.
4. Service Marketing by Valaric A.Zaithami & Mary Jo Bitner of Tata McGraw-Hill Publishing Company Ltd.
5. Marketing Management by Philip Kotler of Prentice-Hall of India Pvt. Ltd.
6. Marketing Management by V.S.Ramaswamy & S.Namakumari of Mc Millan India Ltd.