

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
M.Com-I.
Semester – 1
Paper No : 104
GENERAL MARKETING PAPER - I
(Syllabus effective from Academic Year 2010-11 onwards)

OBJECTIVES:

This Course acquaints the Students with the basic issues in General Marketing.

Course Contents:

1. **Introduction:** Concept, Nature, Scope and Importance of Marketing, Marketing Concept and Its Evolution, Marketing Mix - marketing Planning Process. (20)
2. **Marketing Environment:** Marketing Management and Its Environment, External Uncontrollable forces, Technological Changes and Marketing, Trends in Marketing Environment. (25)
3. **Product Decisions:** Concept of a product, Classification of Product, Product Line and Product Mix, New Product Development and its stages, Product Life cycle and Marketing Strategies, Diffusion (adoption) of Innovations, Adoption Process, Product failure & Product elimination.. (25)
4. **Pricing And Promotion Decisions:** Meaning of Pricing, Factor affecting Price determination, Pricing Policies & Strategies, Promotion Mix, Advertising, Personal Selling, Sales Promotion, Publicity and Public Relations. (20)
5. Case Study. (10)

Reference:

1. Kotler Philip and Gary Armstrong. Principles of Marketing (Latest Edition) Prentice Hall, New Delhi.
2. Kotler Philip, Marketing Management – Analysis, Planning, Implementation and Control.
3. Marketing Management, by Ramaswamy V/S Namakumari; Macmillian India, New Delhi.
4. Case Studies in Marketing, by Srinivasan.R. “ The Indian Context.
5. Marketing Management, by S.A.Sherlekar. (H.P.H)
6. Marketing Management, by Rajan Nair.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.Com-I.

Semester – 1

Paper No : 105

SERVICE MARKETING PAPER - 2

(Syllabus effective from Academic Year 2010-11 onwards)

OBJECTIVES:

This Course acquaints the Students with the basic issues in Service Marketing.

Course Contents:

1. Concept, Scope and Definition of goods and services, Importance of Service Marketing, (25)
Components of Service, Characteristics, Customer expectation, Flow Charting, Blue Printing, Service Delivery as a system and as a Process, Methods of Designing the Service Delivery system, Service Facility, Design and Layout.
2. Environment of Service Marketing: Macro & Micro environment, Growth in Service market (20)
Reasons of Growth in consumer & Industrial Services, Problems of Service Organisations.
3. Customer Expectation of Services: Meaning and Types of Services Expectations, Factors (20)
Influencing Customer expectations, Issues involved in Customer Service expectations
4. .Customer Perception of Services: Satisfactions v/s Service quality, Meaning and (25)
Determinants Of Customer Satisfaction, Outcomes of Customer Satisfaction, Service quality Dimensions, Strategies for Influencing Customer Perceptions
5. Case Study. (10)

Reference:

1. Service Marketing; by S.M.Jha (H.P)
2. Service Marketing, by Dr. S.Shajahan (H.P)
3. Service Marketing, by Valarie "A" ZEITHAND AND MARY .JO. BITNER.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.Com.- I

Semester – 1

Paper No : 106

INTERNATIONAL MARKETING PAPER - 3

(Syllabus effective from Academic Year 2010-11 onwards)

OBJECTIVES:

The objectives of this course are to expose students to the conceptual framework of International Marketing Management.

Course Input:

1. **International Marketing:** International Marketing: Meaning, Scope and Differences with Domestic Marketing; Concepts of International Marketing; Transition from Domestic to International Marketing; Process of Internationalisation; Benefits of International Marketing. (25)
2. **International Marketing Environment:** 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. (25)
3. **International Trade Theories:** Basis for International Trade; International Trade Theories; Critical Evaluation of International Trade Theories; India's Role in International Trade Theories. (20)
4. **Product Policy and Planning:** What is a Product; New Product Development; Product Segmentation; Product Positioning; Product Adoption and Standardisation; Theory of International Product Life Cycle; International or National Product Marketing or Services. (20)
5. Case Study. (10)

Reference:

1. International Marketing Management, R.L.VARSHNEY & B.BHATTACHARYA, Sultan chand & Sons, Daryaganj, New Delhi-110002.
2. International Marketing, P.K.VASUDEVA, EXCEL BOOKS, A-45, Naraina Phase-1, New Delhi-110028.
3. International Marketing, 6th EDITION, SUBHASH C.JAIN.
4. Fayerweather, John; International Marketing, Prentice Hall, New Delhi.
5. Jain.S.C.: International Marketing, CBS Publications, New Delhi.
6. Paliwoda.S.J (ED): International Marketing, Reader, Routledge, London.
7. Paliwoda, Stanley J: The Essence of International Marketing, Prentice Hall, New Delhi.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
M.Com-I.
Semester – 2
Paper No : 204
GENERAL MARKETING PAPER - 4
(Syllabus effective from Academic Year 2010-11 and onward)

OBJECTIVES:

This Course acquaints the Students with the basic issues in General Marketing.

Course Contents:

1. **Distribution Channels:** Nature, Functions and Types of distribution channels, channel Management (20)
Decisions, Retailing and Wholeselling.
2. **India:** The Best emerging market in the world., Present Marketing Environment, India V/S China, (25)
The consumer Market, The middle Class explosions, Middle class life style, Rural markets, Typical
problem encountered in Rural marketing.
3. E-Marketing, Meaning, Objectives, Scope, & Application (20)
4. **Issues and Development in Marketing:** Social, Legal and ethical aspects of Marketing, Green (25)
Marketing, Cyber Marketing Relationship market and other Developments.
5. Case study based on any of the Chapters: (10)

Reference:

1. Kotler Philip and Gary Armstrong. Principles of Marketing (Latest Edition) Prentice Hall, New Delhi.
2. Kotler Philip, Marketing Management – Analysis, Planning, Implementation and Control.
3. Marketing Management, by Ramaswamy V/S Namakumari; Macmillian India, New Delhi.
4. Case Studies in Marketing, by Srinivasan.R. “ The Indian Context.
5. Marketing Management, by S.A.Sherlekar. (H.P.H)
6. Marketing Management, by Rajan Nair.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

M.Com-I.

Semester – 2

Paper No : 205

SERVICE MARKETING PAPER - 5

(Syllabus effective from Academic Year 2010-11 onwards)

OBJECTIVES:

This Course acquaints the Students with the basic issues in General Marketing.

Course Contents:

1. Building Customer Relationship: Meaning of Relationship Marketing, Goals of Relationship Marketing, Benefits for Customer and Firms, Factors Influencing Relationship Value, Relationship Strategies, Levels of Relationship Strategies, Concept of regain management.. (25)
2. Service Development and Design: Challenges of Services Design, New Service Development, Types of New Services, Services Re-design, Stages in new Services Development. (20)
3. Service Intermediaries: Meaning of Services Intermediaries, Types of service Intermediaries, Common Issues involving Intermediaries, Advantages and Disadvantages of different Service Delivery through Intermediaries. (20)
4. Introduction to Marketing Of Various Key Emerging services: Bank Marketing: Concept, Justification and users, (2) Insurance Marketing: Concept, Users and Behavioural profile of users, (3) Tourism Marketing: Concept, users and Behavioural Profile. (25)
- 5 Case Study Based on any of the Chapters (10)

Reference:

1. Service Marketing; by S.M.Jha (H.P)
2. Service Marketing, by Dr. S.Shajahan (H.P)
3. Service Marketing, by Valarie "A" ZEITHAND AND MARY .JO. BITNER.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
M.Com-I.
Semester – 2
Paper No : 206
INTERNATIONAL MARKETING PAPER - 6
(Syllabus effective from Academic Year 2010-11 onwards)

OBJECTIVES:

The objectives of this course are to expose students to the conceptual framework of International Marketing Management.

Course Input:

- 1. International Distribution and Sales Policy: (25)**
Placement Decisions: Distribution of Products; Direct and Indirect Channels; Types of intermediaries: direct Channels; Types of intermediaries: Indirect Channels; Channel Development; Legal Regulations; Factors Involved in Distribution systems; Modes of transportation; Packaging; Containerisation.
- 2. International Pricing Policy: (20)**
Price and Non-Price factors; Modes of Pricing; Export Pricing; International Price Quotations; Pricing Strategy; Dumping; Price Distortion; Taxation and Price Policies; Counter-trade.
- 3. International Marketing Documentation: (25)**
Documents for Declaration of Goods under Foreign Exchange Regulations; Documents for Transportation of Goods; Documents for Customs Clearance of Goods; Other Documents; Export Assistance documents.
- 4. Distribution and Logistics: (20)**
Selection of Foreign Distributors / agents and Managing relations with them; International Logistics decisions.
- 5. Case Study. (10)**

Reference:

1. International Marketing Management, R.L.VARSHNEY & B.BHATTACHARYA, Sultan chand & Sons, Daryaganj, New Delhi-110002.
2. International Marketing, P.K.VASUDEVA, EXCEL BOOKS, A-45, Naraina Phase-1, New Delhi-110028.
3. International Marketing, 6th EDITION, SUBHASH C.JAIN.
4. Fayerweather, John; International Marketing, Prentice Hall, New Delhi.
5. Jain.S.C.: International Marketing, CBS Publications, New Delhi.
6. Paliwoda.S.J (ED): International Marketing, Reader, Routledge, London.
7. Paliwoda, Stanley J: The Essence of International Marketing, Prentice Hall, New Delhi.