

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**CONTEMPORARY ISSUES IN MARKETING**

Overview

1. Role of Marketing in Producing social value and acquiring knowledge about the application of marketing tool and technique in the marketing socially desirable causes specially in the content of developing country like India.
2. Business at the base of pyramid :  
Leading corporations usually serve the top of the socio economic pyramid , the need today is also to focus on marketing to the low income sectors.
3. Business Marketing : The objective is to understand the complex dimensions of the business marketing.
4. B-B technology Marketing In this era of technological developments and innovation it becomes imperative to throughly understand, the concepts related technology and its marketing in a B-B content.
5. CRM In this era of fierce competition to find maintain and keep loyal profitable customers has become a challenge which requires transforming the organization from being product centric to customer centric.
6. Brand & Product Management  
The objective is to understand brands in the content of what they are and how branding can be used to attain competitive advantage.

**COURSE CONTENT**

**Module 1: Marketing of Social Services**

1. Application of marketing on social services
  - Health, Family welfare, Environment Enc Protecting, adult literacy,
  - Marketing strategies of socially relevant programs.

2. **Module 2 : Marketing at the Base of the Pyramid**

Micro finance, Public –Private Partnership in serving low income sectors from various perspectives. (Fortune at the bottom of the pyramid by C.K.Prahlán)

3. **Module 3 : Business Marketing**

Nature & Scope of Business Marketing understanding business market processes, market sensing and value assessment, understanding firms as customers, crafting market strategy in business markets , managing market offering and value based pricing, Business channel management, going customers, sustaining reseller partnership and sustaining customer relationship.

4. **Module 4 B2B Technology Marketing**

The course deals with 1) How pioneering firms manage the initial exploitation of technology products to create business value to establish enduring competitive advantage. 2) How established firm cope with an emerging technology product that threatens to diminish competitive advantage.

5. **Module 5 : Customer Relationship Marketing**

Introduction to CRM, CRM people, process & Technology approach, planning and implementing the CRM.

6. **Brand management**

Introduction to the concept of brand management, issues in managing brand – brand portfolios, brand positioning strategies, brand value, brand research Branding in different sectors.

**Reference Books:**

**Reference Books:**

1. Chistofer M Payne and Ballantyne D. (2002) Relationship Marketing, Creating stake holder value (2<sup>nd</sup> edition) Pub. Oxford Collen, Bullerworth, Heine Mann.
2. Parvatiyar A and Sheth N., 2002 Hand book of Relationship Marketing, Thousands oars C.A.; Sage
3. Prahalad C. K., The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, Wharton School Publishing Paperbacks
4. Parvatiyar A. & Sheth N., *Handbook of Relationship Marketing*, Thousand Oars C.A., Sage, 2002.
5. Aaker David A. *Brand Leadership*, New York, The Free Press, 2000.
6. Reeder Robert R., et al *Industrial Marketing: Analysis Planning and Control*, Englewood Cliffs, New Jersey, Prentice Hall Inc., 1991.
7. Kotler Philip and Roberto, Eduardo L. *Social Marketing: Strategies for Changing Public Behaviour*, New York, Free Press, 1989.

