

Veer Narmad South Gujarat University, Surat
T.Y.B.Com.
Marketing Paper –III
Syllabus (In force from 2013-2014)

Objectives: To impart the students the knowledge of marketing management and enable them to understand the different marketing functions.

Semester V:

1. Marketing Research :- 30%
 Definition, Importance, Scope, Objectives and Elements of Marketing Research. Marketing Research Process, Techniques of marketing research for consumer.
2. Sales Forecasting and Planning: 30%
 Nature, Role, Affecting Factors, Types of Forecast, Demand concept and Demand Determination. Procedure, Methods, Limitations of sales forecasting.
3. Marketing Organization:- 30%
 Attributes of goods marketing organization, Marketing Organization structures, Venture Management, Responsibilities, Functions of marketing executive.
4. Case Study 10%

Semester VI

1. Controlling Marketing Performance:- 30%
 Tools, Techniques, Audit, Distribution, Cost analysis, Ratio analysis, Budget, Evaluation of Sales force, Evaluating advertising programme.
2. International Marketing:- 30%
 Nature, Definition, Scope, Challenge and opportunities in International marketing, Understanding forces of in International marketing, Factor influencing international pricing decisions, Domestic marketing Vs international marketing, International marketing environment- economical, cultural, legal and political, International marketing decisions.

3. Relationship Marketing:- 30%
 Meaning, Definition, characteristics, Development of relationship marketing, commitment, Scope of relationship marketing, Application of relationship marketing, internal marketing, Six marketing model, Live in relationship marketing, advantages through relationship marketing.
4. Case study 10%

Books for Reference:

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|--|---|
| 1. Marketing | N.Rajan Nair |
| 2. Modern Marketing Management | R.S.Davar |
| 3. Marketing Research | Dr. D.N. Sarvate |
| 4. Marketing Management | Shrivastav Agrawal |
| 5. Marketing Management | Philip Kotlor |
| 6. Principles and Practice of marketing in India | Joshi and Memoria |
| 7. Marketing Management | V.S.Ramswami |
| 8. International marketing | P. Saravanavel |
| 9. Handbook of Relationship Marketing | Jagdish Sheth, Atul Parvatiyar |
| 10. Relationship marketing | S.Shajahan, TMGH,
1 st ed. 2006 reprint |
| 11. Customer Relationship management | Shet,
Parvatiyar, Shainesh |

Veer Narmad South Gujarat University, Surat
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Marketing Paper –IV
Syllabus (In force from 2013-2014)

Objectives: 1. To enable the students to apply the knowledge of marketing in the Indian Context.

2. To acquaint the students the marketing problems.

Semester V:

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| 1. | Marketing of Industrial goods:
Types of industrial goods and industrial market, features of industrial products, marketing mix of industrial product: Product Planning, Pricing policies, channels of physical distribution, promotion.
Marketing research in industrial products, marketing of Iron, Steel and Engineering goods in Indian concept. | 35% |
| 2. | Consumer Protection act 1986 | 20% |
| 3. | Virtual Marketing:
Business Fundamentals: Internet basic, Intranet and extranet, Portals, Web and wireless, Concept of e-business and e-marketing.
The virtual value chain: Market place Vs. Market space- Visibility, Mirroring capacity and New customer relationship.
Consumer behavior on the internet: Demographic, Geographic, psychographic and behavioral factors important to e-marketing, motivations for shopping on the net-attributes of online shopping.
Consumer Experiences on the Web: The web's 'unique capabilities'- interactive communications with customers for organizational learning, service capability, convenience. | 35% |
| 4. | Case Study | 10% |

Semester VI

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| 1. | Marketing of Consumer Goods:
Classification of consumer products, Features of consumer product, Distinguish between consumer goods and industrial goods, Marketing Mix of consumer products, Product Planning, Pricing policies, physical distribution, promotion. Marketing research and consumer marketing. | 40% |
| 2. | Marketing of Services:
Definition, Importance and Characteristics of services
Types of Services. Marketing mix for services: product planning, Channels of distribution, promotions, Marketing research for service industries. | 35% |
| 3. | Problems of Marketing in India | 15% |
| 4. | case Study | 10% |

Books for Reference:

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|---|------------------------------------|
| 1. Marketing | N.Rajan Nair |
| 2. Modern Marketing Management | R.S.Davar |
| 3. Marketing Research | Dr. D.N. Sarvate |
| 4. Marketing Management | Shrivastav Agrawal |
| 5. Marketing Management | Philip Kotlor |
| 6. Industrial Marketing | R.S.Alexander |
| | S.S.Cross Hill |
| 7. Modern Marketing Management | K.C.Nair |
| | Jose Paul |
| | C.J. George |
| | J. Jhon |
| 8. Service Marketing | S.N.Jha |
| 9. Law of Consumer Protection | Dr. Gurbet Singh |
| 10. e-Marketing | Strass, El-Ansary, Frost |
| 11. Digital Marketing for Dummies | Carter-Brooks-Catano-Smith |
| 12. eCRM- Concept and Cases | Madhvi Garikaparathi |
| 13. eCRM: Business and System Frontiers | M.P. Jaiswal and Anjali
Kaushik |
| 14. Prasad Gadkari's Guide to E-marketing | |