

Veer Narmad South Gujarat University, Surat

T.Y.B.Com.(CE-523-D(1))

Marketing Paper –5 (Semester V)

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.

1. Marketing Research :- 30%

Definition, Importance, Scope, Objectives and Elements of Marketing Research. Marketing Research Process, Techniques of marketing research for consumer. Ethics in marketing research, Marketing Communication and its objectives.

2. Introduction to Sales Management: 20%

Concept, Nature, Role of Sales Management in Marketing, Salesmanship, Specific Characteristics of a successful salesman, The Evolving Face of Personal Selling

3. Sales Forecasting and Planning: 20%

Nature, Role, Affecting Factors, Types of Forecast, Demand concept and Demand Determination Procedure & Methods, Limitations of sales forecasting.

4. Marketing Organization:- 20%

Attributes of goods marketing organization, Marketing Organization structures, Venture Management, Responsibilities & Functions of marketing executive.

5. Case Study 10%

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T.Y.B.Com. .(CE-623-D(1))

Marketing Paper –7 (Semester V1)

Syllabus (In force from 2013-2014)

1. Controlling Marketing Performance:- 25%

Tools, Techniques, Marketing 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 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:- 25%

Meaning, Definition, characteristics, Development of relationship marketing, commitment, Scope of relationship marketing, Application of relationship marketing, Concept of internal marketing, Six marketing model, Live in relationship marketing, advantages through relationship marketing.

4. Brand management: commodities V/S Brands, the role of brands, The brand equity management system, building brand equity, image and brand identity. 10%

5. Case study 10%

Books for Reference:

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. 1
11. Customer Relationship management seth,parvatiyar,Shainesh

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T.Y.B.Com.(Semester V)

Marketing Paper –6.{CE-523-D(2)}

Syllabus (In force from 2013-2014)

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

2. To acquaint the students the marketing problems.

1. Marketing of Industrial goods: 20%

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.

2. Industrial buyer Behavior: Concept, diversity of buyer behavior, Characteristics of Indian industrial buyers.

Influences on the Industrial buyer: needs, motives - positive and negative motivation - rational versus emotional motives. Decisions making and consumption related issues. 15%

3. Consumer Protection act 1986: 20%

Provisions under consumer protection act, Its redressal agencies at three levels, Jurisdiction of these agencies with regard to complaint handling, Procedure for conducting the inquiry.

4. Virtual Marketing: 35%

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.

5. Case Study 10%

Veer Narmad South Gujarat University, Surat

T.Y.B.Com.(Semester V1)

Marketing Paper –8{(CE-623-D(2))}

Syllabus (In force from 2013-2014)

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

2. To acquaint the students with the marketing problems.

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| 1. Marketing of Consumer Goods: | 30% |
| 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. | |
| 2. Marketing of Services: | 30% |
| Definition, Importance and Characteristics of services,Types of Services. Marketing mix for services: product planning, channels of distribution, promotions, Marketing research for service industries. Concept and importance of Quality in services ,How customers evaluate service performance. | |
| 3. Customer satisfaction: | 20% |

Monetering and measuring Customer satisfaction. Order taking and fulfillment, service gurantee. Handling complaints effectively. defects failures and recovery.

4. Problems of Marketing in India :

Problems faced by manufacturers. Problems faced by consumers in relation to marketing. Rural marketing concept, problems faced in rural marketing. Growing importance of rural marketing.

10%

5. case Study

10%

Books for Reference:

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,.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 Garikaparthi
13. eCRM: Business and System Frontiers M.P. Jaiswal and Anjali Kaushik
14. Prasad Gadkari's Guide to E-marketing