

Veer Narmad South Gujarat University, Surat
S.Y.B.Com.

Marketing Paper I

Semester - III

(In Force From June 2015-16)

Objectives: 1. To impart to the conceptual knowledge in the area of marketing.

2. To acquaint the students with the marketing problems.

Syllabus :

1. Basics of Marketing **20%**

- Defination , Scope of marketing.
- Core concept of marketing- Exchange, Transaction & Transfer.
- Importance of marketing as a business function.
- Importance of marketing in economy
- Value satisfaction & expectations.
- Market place, Market space & Meta market.

2. Types of Marketing: **20%**

- . Organisational Marketing.
- Place Marketing.
- Idea Marketing.
- Man Marketing.
- Concept Marketing.
- Service Marketing.
- Internal Marketing.
- External Marketing

3. Product: **25%**

- Concept of product.
- product planning and development.
- product line
- product mix,
- factors affecting product mix, product life cycle concept.
- product differentiation,
- product diversification,
- product elimination,
- why new product fail

4. Packing – Packaging **25%**

- Role of Packing
- Types and functions.
- An ideal packaging,
- Social desirability of packaging,
- Labeling: Functions and Types.
- Assembling, Grading, Standardization:.,
- Warranty, guarantee

5. Case Study : **10%**

REFERENCE BOOKS:

1. Marketing -N. Rajan Nair
2. Principles marketing management -R.S.Daver
3. Modern and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
4. Marketing Management -Philip Kotler
5. Modern Marketing – Still, Govani, Condit
6. Case studies in Marketing Management – Sherlekar and Sherlekar
7. Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J. John

8) Marketing management	Rajan Saxena (Tata Mc graw Hills)
9) Marketing management (Concepts, cases & trends)	M. Govind Rajan (Prentice Hall of India)
10) Marketing management (Concepts & cases)	S.A Sherlekar, R. Krishnamoorthy (Himalaya Publication)
11) Advertising (Planning & Implementation)	Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
12) Marketing quick win	Ann marie Hanlon (PHI Learning)
13) Customer relationship management	Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

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Marketing Paper-2
Semester -3

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Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
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Syllabus :

1) PRICING: 20%

- a) Pricing objectives.
- b) Factors influencing, price determination,
- c) Seven key ways to promote business.

- d) Sales v/s Marketing.

- e) Pricing the product & services.

2) ADVERTISING & SOCIETY: 25%

- a) Impact & benefits of advertising.
- b) Impact of Ads on children.
- c) Portrayal of women in advertising.
- d) Indian regulatory bodies in advertising.
- e) Structure of advertising agency.
- f) Selection & working of advertising agency.

3) WEB ADVERTISING: 25%

- a) Importance & objectives of online advertising.
- b) Types of online Advertising.
- c) Challenges of online advertising.
- d) New development in online advertising.
- e) Direct marketing.
- f) Factors causing growth of Direct marketing.
- g) Process, advantages & disadvantages of Direct marketing.
- h) Internet advertising.
- i) Advantages of Internet advertising.
- j) Laws relating to e-mail marketing.

4) Brand marketing:

20%

- Defination of Brand.
- Reasons for Branding.
- Types of Brand- National , Private , individual & Blanket Brands.
- Multiple Brands for same product.
- Store label Brand.
- Brand Image.
- Global Brands.
- Emphasis on Indianness.
- Local Markets to Global Markets.

5. Case Study :

10%

- **REFERENCE BOOKS:**

- 1. Marketing -N. Rajan Nair
- 2. Modern marketing management -R.S.Daver
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Marketing Paper-3
Semester - III

(In Force From June 2015-16)

Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
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Syllabus :

- A1. MARKET SEGMENTATION:** 25%
- Meaning,
 - concept and importance.
 - Bases of market segmentation.
 - Uses of market segmentation.
 - Market segmentation procedure,
 - Requirements for effective segmentation,
 - Target marketing.
 -
- 2) BUYER BEHAVIOR:** 25%
- Classes of buyer,
 - Difference between Buyer behaviour and consumer Behaviour
 - Buying motives,
 - Decision making process in buying.
 - Factors governing buyer behaviour,
 - customer satisfaction and customer delight
- 3. RECENT TRENDS IN MARKETING:** 20%
- E-business,
 - Tele marketing,
 - M-business,
 - virtual marketing.
 - Marketing myopia.
 - Mobile marketing,
 - _Green marketing, Green marketing mix & strategy
- 4) Ethics in Marketing:** 20%
- Unfair marketing practices.
 - Unfair advertising practices.
 - Advertising standards council of India (ASCI).
 - Council for fair_business practices (FBP).
- 5. Case Study :**

- **REFERENCE BOOKS:**

- 1. Marketing -N. Rajan Nair
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Marketing Paper-4
Semester - 4
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Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
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Syllabus :

1.. Classification of Customers: 25%

- Industrial Customer.
- Public Customer.
- Difference between Industrial & Consumer marketing.
- Definition of CRM.
- Power of CRM or importance.
- CRM success factors.
- Data v/s information.
- Sources of data & information collection.

2) Rural Marketing: 20%

- Definition.
- Profile of Rural demand.
- Profile of Rural consumer.
- Rural marketing strategies.

3. PROMOTION: 20%

- Meaning and purpose,
- Nature and importance of promotion,
- Promotion Mix
- promotional methods,
- Sales promotion: advantages, sales promotion at different levels.
- Personal selling:
- Features and Functions

4. Advertising

Definition,

Importance

Types

Objectives

Benifits of advertising to customers& society

Digital marketing

5.weight and measures act 1977

(packed commodities rules 1977)

Definition and provisions applicable to packages intended for retail sales.

5. Case Study :

10%

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