

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT**  
**SYLLABUS FOR M.COM PART-1 (SEM-1)**  
**MARKETING MANAGEMENT-1**  
**W.E.F FROM 2017-18 and onward**

**1) FUNDAMENTAL OF MARKETING: (15)**

- Marketing concept
- Marketing concept v/s production concept
- Service concept
- Experience concept
- Green concept
- Efficiency v/s effectiveness
- Limitations of the marketing concept
- Marketing mix
- An effective marketing mix.
- Criticisms of the 4`p`s approach to marketing.
- Marketing orientation and business performance

**2) MARKETING ENVIRONMENT: (15)**

- Economic factors
- Technological factors
- Socio-cultural factors
- Demographic factors
- Political legal environment
- Competitive environment
- Country analysis
- Industry analysis

**3) SEGEMENTATION AND TARGETING: (15)**

- Customer value preposition
- Non segmented markets
- Purpose of segmentation
- Segmentation and market entry

- Process of market segmentation
- Segmenting consumer markets
- Combining segmentation variables
- Segmenting organisational markets
- Evaluating market segments and target market selection
- Strategies of target marketing

#### **4) POSITIONING:**

**(15)**

- Elements of positioning
- Positioning ,differentiation and marketing mix
- Ries and trouts on positioning
- Criteria for successful positioning
- Dilution of positioning
- Repositioning

#### **5) CASE STUDY**

**(10)**

- 1) Marketing Management By Meenakshi & Arun Kumar ,Vikas Publications
- 2) Marketing Management,By RamaswamyV/S Namakumari; Macmillan India,New Delhi.
- 3) Principles of Marketing by Philip Kotler& Gary Armstrong,(Latest Edition) Prentice Hall,New Delhi.
- 4) Case Studies in Marketing, BY Srinivasan.R,"The Indian context.

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**SYLLABUS FOR M.COM PART-1 (SEM-2)**  
**MARKETING MANAGEMENT-4**  
**W.E.F FROM 2017-18**

**1) MARKETING PLANNING: (15)**

- Meaning
- Process of marketing planning
- Marketing objectives
- SWOT Analysis
- Core strategy
- Marketing mix decisions
- Implementation and control
- Rewards in marketing planning
- Problems in marketing planning work

**2) INTEGRATED MARKETING COMMUNICATION: (15)**

- Marketing communication
- Sales promotion
- Public relations and publicity
- Sponsorships
- Exhibitions
- Word-of mouth promotion

**3) COMPETITIVE MARKETING STRATEGY (15)**

- Analyzing competitive industry structure
- Competitor analysis
- Competitive advantage
- Creating differential advantage
- Creating cost leadership
- Sources of competitive advantage
- Sustaining a competitive advantage

- Erosion of competitive advantage
- Competitive behavior
- Competitive marketing strategies

#### **4) DIRECT MARKETING:**

**(15)**

- Meaning of direct marketing
- Direct marketing techniques
- Growth in direct marketing activity
- Most popular direct marketing techniques

#### **5) CASE STUDY**

##### **References:**

**(10)**

- 1)Marketing Management By Meenakshi & Arun Kumar ,Vikas Publications
- 2)Marketing Management,By RamaswamyV/S Namakumari; Macmillan India,New Delhi.
- 3)Principles of Marketing by Philip Kotler& Gary Armstrong,(Latest Edition) Prentice Hall,New Delhi.
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**INTERNATIONAL MARKETING-3**  
**W.E.F FROM 2017-18**

**1) INTERNATIONAL MARKETING: (15)**

- Meaning
- Reasons for companies going global
- Which markets to enter
- Differences among countries
- Mode of entry in foreign market
- International market strategy
- Global brand
- Multinational companies from developing countries

**2) PRODUCT POLICY AND PLANNING (15)**

- Meaning of product
- International product planning
- Product design strategy: standardization and customization
- Developing an international product line
- Foreign product diversification
- International packaging
- International warranties and trademarks

**3) INTERNATIONAL PRICING: (15)**

- Factors affecting pricing
- Aspects of international price setting
- Transfer pricing
- Handling interdivisional conflicts
- Dumping
- Meeting the import challenge
- leasing

#### **4) INTERNATIONAL CHANNELS OF DISTRIBUTION:**

**(15)**

- Perspectives of international distribution channels
- International channel members
- Channel management
- Wholeselling and retailing in foreign environment
- International franchising
- International physical distribution

#### **5) CASE STUDY**

**(10)**

#### **References:**

- 1)International marketing ,by Subash .C .Jain. library of congress cataloging in – publication data.
- 2)Marketing Management By Meenakshi & Arun Kumar ,Vikas Publications
- 3)Marketing Management,By RamaswamyV/S Namakumari; Macmillan India,New Delhi.
- 4) International Marketing Management by R.L.Varshney&B.Bhattacharya, Sultanchand&sons,Daryagang.New Delhi-110002.
- 5)International marketing,P.K Vasudeva,Excel Books,A-45,Nariana Phase-1, New Delhi-110028

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**SYLLABUS FOR M.COM PART-1 (SEM-2)**  
**INTERNATIONAL MARKETING-6**  
**W.E.F FROM 2017-18**

**1) INTERNATIONAL MARKETING RESEARCH: (15)**

- Framework for international marketing research
- Information requirements of international marketers
- Gathering secondary data at home
- Secondary research abroad
- Primary data collection
- Organisation for international marketing research
- International marketing information systems

**2) EXPORT PROCEDURE AND DOCUMENTS: (20)**

- Preliminaries
- inquiry and offer confirmation of offer exports licenses
- finances productions/procurement of good
- shipping space
- packing and marking
- quality control and preshipment inspection
- excises clearance custom formalities
- insurance
- shipping the goods
- negotiation of documents
- preshipment documents
- documents related to goods
- documents related to shipments

**3) MARKETING PLANNING AND STRATEGY FOR INTERNATIONAL BUSINESS: (10)**

- Dimensions of international planning and strategy
- Planning at a subsidiary level

- Marketing planning at corporate level
- Information scanning monitoring
- Achieving planning effectiveness
- New emphasis on global strategic market planning

**4) ORGANISATION AND CONTROL IN INTERNATIONAL MARKETING: (15)**

- Alternative organisational designs
- Choosing appropriate organisational structure
- New perspectives on organisation: corporate networking
- Delegating decision-making authority to foreign subsidiaries
- Performance evaluation and control of foreign operations
- Conflicts and their resolution

**5) CASE STUDY (10)**

**References:**

- 1) International marketing, by Subash .C .Jain. library of congress cataloging in – publication data.
- 2) Principles of marketing by Philip Kotler.(new delhi prentice hall of india Pvt Ltd.
- 3) International marketing(including export management) Francis Cherunilam Himalaya Publishing House.
- 4) Marketing Management By Meenakshi &
- 5) International Trade and export management, by Francis Cherunilam( Himalaya Publishing House.)

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**SYLLABUS FOR M.COM PART-1 (SEM-1)**  
**SERVICE MARKETING-2**  
**W.E.F FROM 2017-18**

**1) OVERVIEW OF SERVICES MARKETING :** **(15)**

- Concept ,scope and definition
- Service marketing environment
- Customer driven services
- Customer power
- Service economy-applying technology to services
- Service exports
- Impact of new economic policy

**2)THE FUNDAMENTAL CONCEPTS IN SERVICE MARKETING** **(15)**

- Definition of services and goods
- Components of services
- Customer expectations
- Flow charting
- Blue printing
- Service delivery as a system and as a process
- Service facility design and layout
- Service package
- Building service aspirations
- Tracking customer behaviour

**3) DELIVERING QUALITY SERVICES** **(15)**

- Service based components of quality
- Perceived quality
- SERVQL Model
- Measuring satisfaction
- SERVICUAL scale

- Gaps in the service quality
- Strategies for closing the gap
- Communication strategies
- Bench marking
- Customer satisfaction measurement techniques –MPQ—ROQ
- Strategy for improvement
- Service gurantees.

#### **4 )STRATEGIC SERVICE MARKETING (15)**

- Building SCA focus strategies identifying and selecting service target segments
- Positioning the service
- Creating and maintaining value relationship
- Niche and market cell
- Market leadership strategies

#### **5) CASE STUDY (10)**

##### **References:**

- 1) Service marketing by Dr. Shajahan (H.P)
- 2) Service Marketing, by Valarie`A"ZEITHAML AND MARY JO BITNERof Tata Mc Graw-Hill Publishing Company Ltd.
- 3) Service Marketing byS.M.Jha.

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**SYLLABUS FOR M.COM PART-1 (SEM-2)**  
**SERVICE MARKETING-5**  
**W.E.F FROM 2017-18**

- 1) SERVICE DEVELOPMENT AND DESIGN: (15)**
- Challenges of service design
  - New service development
  - Types of new services
  - Services redesign
  - Stages in new service development
- 2) SERVICE INTERMEDIARIES: (15)**
- Meaning of service intermediaries
  - Types of service intermediaries
  - Common issues involving intermediaries
  - Advantages and disadvantages of different service delivery through intermarries.
- 3) DESIGNING SUITABLE PRODUCT AND PRICE MIX (15)**
- Service marketing mix
  - Product decesion-cmpelete service package
  - Product line and brands
  - Technological revolutions
  - Pricing strategies and techiniques
  - Winning strategies through pricing
- 4) INTRODUCTION TO MARKETING OF VARIOUS KEY EMERGING SERVICES(15)**
- Bank Marketing :Concept, justification and users,
  - insurance marketing:concept,user and behavioural profile of users,
  - Tourism Marketing concept, user and behavioural profile of users.
- 5) CASE STUDY (10)**

## References:

- 1) Service marketing by Dr. Shajahan(H.P)
- 2) Service Marketing, by Valarie`A"ZEITHAML AND MARY JO BITNERof Tata Mc Graw-Hill Publishing Company Ltd.
- 3) Service Marketing byS.M.Jha.