

Veer Narmad South Gujarat University, Surat

S.Y.B.Com.

Marketing Paper I

Semester - III

( In Force From June 2018-19)

**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%

- Definition , 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.Recent trends and Types of Marketing concepts :** 20%

- Customer relationship management concept.
- E-marketing.
- Internet marketing.
- Societal marketing.
- . Organisational Marketing.
- Place Marketing.
- Idea Marketing.
- Man Marketing.
- Concept Marketing.
- Service Marketing.
- Internal Marketing.
- External Marketing

**3.Product And Product management :** 25%

- Concept of product., Product management, product development
- product planning and New Product development process..
- 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, Condift
- 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 )
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- 13) Customer relationship management Kristin Anderson & Carol Kerr ( Tata Mc Graw Hill )

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Marketing Paper-2

Semester -3

( In Force From June 2018-19)

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

**2. To acquaint the students with the marketing problems.**

**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) Issues and challenges in marketing**

**(20%)**

- High volatility in markets
- Diversity and Convergence
- Catering to the affluent.
- Poor markets also need marketing.
- Engaging customer 24\*7
- communities.
- Enhancing access.
- New Icons
- Indian global brands.
- Ecology sensitivity
- Word of mouth a stronger influence in adoption.

**Barriers to Entry and Exit in the market.**

- 1.Govt. policy.
- 2.Costs.
- 3. Presence of strong brand.
- 4. Customers
- 5. Technology.
- 6. Lack of credible competition.

**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.
- Local Markets to Global Markets.

**5. Case Study : 10%**

- REFERENCE BOOKS:
- 1.Marketing -N. Rajan Nair

- 2.Modern marketing management -R.S.Daver
- 3.Principles and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
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**Marketing Paper-3**  
**Semester - III**

( In Force From June 2018-19)

- Objectives: 1. To impart to the conceptual knowledge in the area of marketing.**  
**2. To acquaint the students with the marketing problems.**

**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) . Case Study :**

**REFERENCE BOOKS:**

- 1. Marketing -N. Rajan Nair
- 2. Modern marketing management -R.S.Daver
- .Principles and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
- .Marketing Management -Philip Kotler
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**Marketing Paper-4**

**Semester - 4**

**( In Force From June 2018-19)**

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

**2. To acquaint the students with the marketing problems.**

**Syllabus :**

**1. New Marketing Concept**

Definition Of Competitive advantage.

--Steps taken to improve Competitive advantage by organizations

--Customer Orientations.

--Competitive orientations.

--Ability to respond to Environmental changes

(i.e. Changes in consumer needs ,competition, Govt. Policy. Techonology etc.)Market as a process- The needs,wants and demands of a customer.

Role of marketing in Modren Organizations.

Integrative functions of marketing .

Customer acquisition and retention.

Tracking the Competetion.

----Life Cycle of customers

-Prospects.

-first time Buyers.

--repeat Buyers.

--Defector..

**2) Customer acquisition and Retention.**

---Concept

--Factors affecting Acquisitions of customers

--Techonological advancement.

--Govt. Policy.

---Life Style changes.

---Purchasing frequency.

--Innovations in Industry.

--Improving Customer retention:

**Factors affecting the improvement of retention rate.**

---Customer service.

- Continiously enhancing value.

---Keeping abreast of techonological Change.

--Continious Improvement in Customer loyalty programmes.

**. 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%**

- REFERENCE BOOKS:**
1. Marketing -N. Rajan Nair
  2. Modern marketing management -R.S.Daver
  3. Principles and Practice of marketing in India- Dr. C.B.Memoria, R.G.Joshi
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**Marketing Paper-1**  
**( In Force From June 2018-19)**

**Objectives: 1. To impart to the conceptual knowledge in the area of marketing.**  
**2. To acquaint the students with the marketing problems.**

**Syllabus :**

- |   |            |
|---|------------|
| <b>1. Basics of Marketing</b>   | <b>15%</b> |
| <input type="checkbox"/> Definition , Scope of marketing.                             |            |
| <input type="checkbox"/> Core concept of marketing- Exchange, Transaction & Transfer. |            |
| <input type="checkbox"/> Importance of marketing as a business function.              |            |
| <input type="checkbox"/> Importance of marketing in economy                           |            |
| <input type="checkbox"/> Value satisfaction & expectations.                           |            |
| <input type="checkbox"/> Market place, Market space & Meta market.                    |            |
| <b>2.Recent trends and Types of Marketing concepts :</b>                              | <b>10%</b> |
| Customer relationship management concept.   |            |
| --E-marketing.  |            |
| -Internet marketing.  |            |
| -Societal marketing.  |            |
| <input type="checkbox"/> . Organisational Marketing.                                  |            |
| <input type="checkbox"/> Place Marketing.   |            |
| <input type="checkbox"/> Idea Marketing.  |            |
| <input type="checkbox"/> Man Marketing.   |            |
| <input type="checkbox"/> Concept Marketing.   |            |
| <input type="checkbox"/> Service Marketing.   |            |
| <input type="checkbox"/> Internal Marketing.  |            |
| <input type="checkbox"/> External Marketing   |            |
| <b>3.Product And Product management :</b>   | <b>15%</b> |
| <input type="checkbox"/> Concept of product., Product management, product development |            |
| <input type="checkbox"/> product planning and New Product development process..       |            |
| <input type="checkbox"/> product line   |            |
| <input type="checkbox"/> product mix,   |            |
| <input type="checkbox"/> factors affecting product mix, product life cycle concept.   |            |
| <input type="checkbox"/> product differentiation,                                     |            |
| <input type="checkbox"/> product diversification,                                     |            |
| <input type="checkbox"/> product elimination,   |            |
| <input type="checkbox"/> why new product fail   |            |
| <b>4. Packing – Packaging</b>   | <b>15%</b> |
| <input type="checkbox"/> Role of Packing  |            |
| <input type="checkbox"/> Types and functions.   |            |
| <input type="checkbox"/> An ideal packaging,  |            |
| <input type="checkbox"/> Social desirability of packaging,                            |            |
| <input type="checkbox"/> Labeling: Functions and Types.                               |            |
| <input type="checkbox"/> Assembling, Grading, Standardization:,                       |            |
| <input type="checkbox"/> Warranty, guarantee  |            |
| <b>5. MARKET SEGMENTATION:</b>  | <b>10%</b> |
| <input type="checkbox"/> Meaning,   |            |
| <input type="checkbox"/> concept and importance.                                      |            |
| <input type="checkbox"/> Bases of market segmentation.                                |            |
| <input type="checkbox"/> Uses of market segmentation.                                 |            |
| <input type="checkbox"/> Market segmentation procedure,                               |            |
| <input type="checkbox"/> Requirements for effective segmentation,                     |            |
| <input type="checkbox"/> Target marketing.  |            |
| <input type="checkbox"/>  |            |
| <b>6. BUYER BEHAVIOR:</b>   | <b>15%</b> |
| <input type="checkbox"/> Classes of buyer,  |            |
| <input type="checkbox"/> Difference between Buyer behaviour and consumer Behaviour    |            |
| <input type="checkbox"/> Buying motives,  |            |

- Decision making process in buying.
- Factors governing buyer behaviour,
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**7. RECENT TRENDS IN MARKETING:**

**10%**

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- Tele marketing,
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**8. Case Study :**

**10%**

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**1) PRICING: 10%**

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- Factors influencing, price determination,
- Seven key ways to promote business.
- Sales v/s Marketing.
- Pricing the product & services.

**2) Issues and challenges in marketing (10%)**

- High volatility in markets
- Diversity and Convergence
- Catering to the affluent.
- Poor markets also need marketing.
- Engaging customer 24\*7
- communities.
- Enhancing access.
- New Icons
- Indian global brands.
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**Barriers to Entry and Exit in the market.**

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- Costs.
- Presence of strong brand.
- Customers
- Technology.
- Lack of credible competition.

**3) WEB ADVERTISING: 10%.**

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- Types of online Advertising.
- Challenges of online advertising.
- New development in online advertising.
- Direct marketing.
- Factors causing growth of Direct marketing.
- Process, advantages & disadvantages of Direct marketing.
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**4) Brand marketing: 10%**

- Definition of Brand.
- Reasons for Branding.
- Types of Brand- National , Private , individual & Blanket Brands.
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**5. New Marketing Concept** **15%**

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- Customer Orientations.
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(i.e. Changes in consumer needs ,competition, Govt. Policy. Techonology etc.0Market as a process- The needs,wants and demands of a customer.
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- Tracking the Competetion.
- Life Cycle of customers
- Prospects.
- first time Buyers.
- repeat Buyers.
- Defector..

**6. Customer acquisition and Retention.** **15%**

- Concept
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- Techonological advancement.
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- Personal selling:
- Features and Functions

**8.Advertising** **10%**

- Definition,
- Importance
- Types
- Objectives
- Benifits of advertising to customers& society
- Digital marketing

**9.weight and measures act 1977** **5%**

(packed commodities rules 1977)  
Definition and provisions applicable to packages intended for retail sales

**10. Case Study :** **5%**

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