

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 )**
- 12) Marketing quick win Ann marie Hanlon ( PHI Learning )**
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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.  
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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)Issues and challenges in marketing**

- 1 High volatility in markets
2. Diversity and Convergence
- 3.Catering to the affluent.
- 4.Poor markets also need marketing.
- 5.Engaging customer 24\*7
6. communities.
- 7.Enhancing access.
- 8.New Icons
- 9.Indian global brands.
- 10Ecology sensitivity
11. 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%**

- Definition 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%**

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- 2. Modern marketing management -R.S.Daver**
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**Marketing Paper-3**

**Semester - III**

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**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.
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**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 :**

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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. 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.0Market 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%**

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