



Re-Accredited B++ 2.86 CGPA by NAAC

VEER NARMAD SOUTH GUJARAT UNIVERSITY

University Campus, Udhna-Magdalla Road, SURAT - 395 007, Gujarat, India.

વીર નર્મદ દક્ષિણ ગુજરાત યુનિવર્સિટી

યુનિવર્સિટી કેમ્પસ, ઉધના-મગદલા રોડ, સુરત - ૩૯૫ ૦૦૭, ગુજરાત, ભારત.

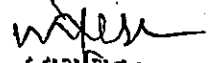
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-:પરિપત્ર:-

યુનિવર્સિટીના વાણિજ્ય વિદ્યાશાખા હેઠળના તમામ શૈક્ષણિક વિભાગોના વડાશ્રીઓ અને યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓને જણાવવાનું કે, NEP-2020 અંતર્ગત શૈક્ષણિક વર્ષ ૨૦૨૬-૨૭થી અમલમાં આવનાર B.Com.Sem.-7 & 8 Honours કોમર્સ ઈન્કલુડીંગ બિઝનેસ એડમિનિસ્ટ્રેશન વિષયનો પેટાસમિતિ દ્વારા તૈયાર કરવામાં આવેલ અભ્યાસક્રમ કોમર્સ ઈન્કલુડીંગ બિઝનેસ એડમિનિસ્ટ્રેશન વિષયની અભ્યાસ સમિતિની તા.૧૫/૦૪/૨૦૨૬ની સભાના ઠરાવ ક્રમાંક:૦૨થી મંજૂર કરી વાણિજ્ય વિદ્યાશાખાને કરેલ ભલામણ વાણિજ્ય વિદ્યાશાખાની તા.૦૮/૦૬/૨૦૨૬ ની સભાના ઠરાવ ક્રમાંક:૦૭ થી મંજૂર કરવા એકેડેમિક કાઉન્સિલને કરેલ ભલામણ એકેડેમિક કાઉન્સિલની તા.૧૮/૦૬/૨૦૨૬ની સભાના ઠરાવ ક્રમાંક:૩૩ થી મંજૂર કરેલ છે. જેનો અમલ કરવા આથી જાણ કરવામાં આવે છે.

બિડાણ: ઉપર મુજબ

ક્રમાંક:ઓથો./પરિપત્ર/૧૩૭૨૯/૨૦૨૬
તા.૨૩/૦૬/૨૦૨૬


કુલસચિવ

પ્રતિ,

- (૧) યુનિવર્સિટીના વાણિજ્ય વિદ્યાશાખા હેઠળના તમામ શૈક્ષણિક વિભાગોના વડાશ્રીઓ.
- (૨) યુનિવર્સિટી સંલગ્ન વાણિજ્ય વિદ્યાશાખા હેઠળની તમામ કોલેજોનાં આચાર્યશ્રીઓ.
... આપશ્રીના વિભાગ/કોલેજના સંબંધિત શિક્ષકો/વિદ્યાર્થીઓને જાણ કરી અમલ કરવા સારું.
- (૩) અધ્યક્ષશ્રી, વાણિજ્ય વિદ્યાશાખા.
- (૪) પરીક્ષા નિયામકશ્રી, પરીક્ષા વિભાગ, વીર નર્મદ દ. ગુ. યુનિવર્સિટી, સુરત.

.....તરફ જાણ તેમજ અમલ સારું.

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

Undergraduate Program (Bachelor of Commerce) [4 years (Honours)]

Teaching & Evaluation Scheme Semester-7 & 8 Semester-7

[Academic Year of Implementation 2026-2027]

Course Category	Course Code	Course Title	Marksheet Title in English	Level of Course	Teaching Hours/ Week		Exam Duration		Credit		Internal Marks		External Marks		Total Marks	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
Major	MJ -701	Marketing – 1	Marketing – 1	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	MJ -702	Marketing – 2 (Service Marketing-1)	Marketing – 2 (Service Marketing-1)	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	MJ -703	Marketing – 3 (International Marketing – 1)	Marketing – 3 (International Marketing – 1)	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	OJT-MJ-704	Foundation of Advertising & Sales Management	Foundation of Advertising & Sales Management	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-

Semester-8

Course Category	Course Code	Course Title	Marksheet Title in English	Level of Course	Teaching Hours/ Week		Exam Duration		Credit		Internal Marks		External Marks		Total Marks	
					TH	PR	TH	PR	TH	PR	TH	PR	TH	PR	TH	PR
Major	MJ -804	Marketing – 4	Marketing – 4	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	MJ -805	Marketing – 5 (Service Marketing-2)	Marketing – 5 (Service Marketing-2)	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	MJ -806	Marketing – 6 (International Marketing – 2)	Marketing – 6 (International Marketing – 2)	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-
Major	OJT-MJ-804	Advanced Advertising & Sales Management	Advanced Advertising & Sales Management	400-499	4	-	2:00	-	4	-	50	-	50	-	100	-

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

B. COM. WITH HONORS SEMESTER- 7 & 8 (4 Years)

Name of Program	Bachelor of Commerce Honors
Program Abbreviation	B.Com. Honors
Duration	4 Years
Eligibility Criteria	As Per University Norms
Pre-requisite	
Medium of Instruction	English, Gujarati
Objective of Program	<p>The B.Com. (Honors) Semester 7 & 8 program is designed to provide students with advanced knowledge and understanding in the fields of commerce, management, marketing, research, and cyber security. The program aims to develop analytical thinking, critical reasoning, problem-solving ability, and decision-making skills required in the modern business environment. It integrates theoretical concepts with practical and application-oriented learning to help students understand business operations, market dynamics, organizational behavior, and digital business practices. Courses such as Marketing, Cyber Security, Management Theory & Practice, Advertising & Sales Management, and Research Methodology enhance students' academic and professional competencies while promoting awareness of current business trends and technological developments. The program also focuses on improving communication skills, leadership qualities, ethical values, teamwork, and entrepreneurial mindset, thereby preparing students for higher studies, research, competitive examinations, entrepreneurship, and diverse career opportunities in commerce, banking, marketing, management, and related professional sectors.</p>
Program Outcome (PO)	<p>PO1: Acquire comprehensive knowledge and understanding of commerce, marketing, management, research, and cyber security for effective participation in modern business environments.</p> <p>PO2: Utilize business theories, managerial concepts, and practical approaches to evaluate and solve real-world commercial and organizational issues.</p> <p>PO3: Develop analytical thinking, logical reasoning, and decision-making abilities to address challenges in business, management, and related fields.</p> <p>PO4: Build research aptitude by learning problem identification, data collection, data analysis, interpretation, and report preparation techniques.</p> <p>PO5: Improve communication skills, professional competence, leadership qualities, and teamwork required for academic and corporate settings.</p> <p>PO6: Cultivate ethical values, social awareness, entrepreneurial abilities, and adaptability to emerging business and technological changes.</p> <p>PO7: Prepare students for higher studies, research work, professional careers, entrepreneurship, and competitive examinations in commerce and management disciplines.</p>

Program Specific Outcomes (PSO)	<p>PSO1: Gain advanced and discipline-specific knowledge in commerce, marketing, management, research, and cyber security to understand contemporary business practices and commercial systems.</p> <p>PSO2: Apply research methodologies, analytical techniques, and business concepts to identify problems, collect and interpret data, and derive meaningful conclusions.</p> <p>PSO3: Develop the ability to evaluate business situations, organizational challenges, and market conditions through logical reasoning and managerial approaches.</p> <p>PSO4: Enhance practical, professional, communication, and leadership skills required for effective performance in business and digital work environments.</p> <p>PSO5: Demonstrate ethical values, academic integrity, teamwork, social responsibility, and professionalism in academic, research, and business-related activities.</p> <p>PSO6: Prepare for higher education, research, entrepreneurship, competitive examinations, and career opportunities in commerce, management, marketing, banking, and related sectors.</p>							
Mapping between Pos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	
	PO1	3	2	2	2	1	2	
	PO2	2	3	3	2	1	2	
	PO3	2	2	3	2	2	2	
	PO4	1	3	2	1	2	1	
	PO5	1	1	1	3	3	2	
	PO6	1	1	1	2	3	3	
	PO7	2	2	2	2	2	3	

Mapping Scale: - 3= High Correlation, 2= Moderate Correlation, 1= Low Corre

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Bachelor of Commerce with Honors					
Semester	7					
NCrF Credit Level	6.00					
Course Type	Major					
Course Subtype	Employability / Skill Development					
Subject Type	Discipline Specific					
Course Code	MJ-701					
Course Level	400-499					
Course Title	Marketing – 1					
Credit	Theory:	4	Practical:		Total:	4
Effective Form	Academic Year: 2026-27					
Course Outcomes	<p>CO1: Explain the meaning, nature, scope, and importance of marketing.</p> <p>CO2: Describe the evolution and role of marketing in modern business.</p> <p>CO3: Apply the marketing process and marketing mix in practical situations.</p> <p>CO4: Identify and analyse the micro and macro marketing environment.</p> <p>CO5: Apply PEST analysis to evaluate the external business environment.</p> <p>CO6: Discuss the impact of the New Economic Policy on Indian marketing.</p> <p>CO7: Understand the basic concepts of market segmentation.</p>					
Course Content	<p>Unit-1: Introduction to marketing</p> <ul style="list-style-type: none"> • Introduction • Definition, nature, scope & importance with IKS • Evolution of marketing • Core marketing concepts with IKS • Marketing as a function • Lokasangraha concept in marketing • Marketing management • Marketing process • Marketing mix and IKS linkage • Value creation & delivery • Vasudhaiva Kutumbakam concept • Seva (service orientation) 					30%

	<ul style="list-style-type: none"> • Long-term relationship focuses • Ethics in marketing <p>Unit-2: Marketing Environment 20%</p> <ul style="list-style-type: none"> • Scanning the Environment • Meaning and concepts • Microenvironment • Macro Environment • Environment analysis (PEST Analysis) • Responding to Environment <p>Unit-3: Indian marketing Environment 30%</p> <ul style="list-style-type: none"> • Introduction • Major Changes in the Economic System: From Traditional to Modern Marketing (with IKS Perspective) • The New Economic Policy and IKS-Based Economic Policy in Indian Marketing • Emerging profile of the Indian markets • The changing demographic structure • The growing Indian middle class • The growing market of the youth and women segment • Advertising media explosion • Buy now pay later trend • Marketing thrust • Opportunities in rural markets • Emergence of organized retailing and service sector • Changes due to liberalization • Integration of IKS in Indian Marketing <p>Unit-4: Market segmentation targeting and positioning 20%</p> <ul style="list-style-type: none"> • Concept of market segmentation • Need for segmentation • Benefits of segmentation • The target market selection process • Criteria for successful segmentation • Bases for segmentation • Segmenting business markets • Positioning strategy • Target marketing • The VALS segmentation system
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Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	1	2	2	1	1
	CO2	3	1	2	2	1	1
	CO3	2	2	3	3	1	2
	CO4	2	2	3	2	1	2
	CO5	2	3	3	2	1	2
	CO6	2	2	2	2	2	2
	CO7	2	1	2	3	1	2
	3 = High, 2 = Medium, 1 = Low						
Reference Books	1. Marketing Management – Dr. K. Karunakaran 2. Marketing Management – Meenakshi & Arun Kumar 3. Marketing Management – Ramaswamy & Namakumari 4. Principles of Marketing – Philip Kotler & Gary Armstrong 5. Case Studies in Marketing – Srinivasan R.						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures and discussions • Case studies (Indian context) • ICT-based teaching • Group presentations 						
Evaluation Method	Internal Assessment: 50 Marks External Assessment: 50 Marks						

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SYLLABUS

Program Name	Bachelor of Commerce Honors				
Semester	7				
NCrF Credit Level	6.00				
Course Type	Major				
Course Subtype	Employability / Skill Development				
Subject Type	Discipline Specific				
Course Code	MJ – 702				
Course Level	400-499				
Course Title	Marketing – 2 (Service Marketing- 1)				
Credit	Theory:	4	Practical:		Total: 4
Effective Form	Academic Year: 2026-27				
Course Outcomes	<p>CO1: Explain meaning and nature of service marketing.</p> <p>CO2: Analyse characteristics of services.</p> <p>CO3: Apply 7Ps marketing mix in service marketing.</p> <p>CO4: Assess service quality and its dimensions.</p> <p>CO5: Evaluate service as a product in marketing context.</p> <p>CO6: Evaluate service pricing strategies in different business situations.</p> <p>CO7: Evaluate integrated marketing communication in service sector.</p>				
Course Content	<p>Unit 1: Introduction to Service Marketing</p> <ul style="list-style-type: none"> • Introduction and definition • IKS concepts: <ul style="list-style-type: none"> o Seva o Atithi Devo Bhava o Dharma o Satya o Vasudhaiva Kutumbakam o Vishwas 				25%

	<ul style="list-style-type: none"> o Nyaya o Sustainability & Prakriti • Importance of service marketing • Growth of service sector • Characteristics of services • Marketing mix (7Ps) • Service quality • Classification of services • Contribution to GDP and living standards • Emerging financial & non-financial services 	
	<p>Unit 2: Managing Service Marketing Mix</p> <ul style="list-style-type: none"> • Service as a product • Pricing, place, promotion • Service distribution challenges • Service product strategy • New service development process • Conceptualization of new services • Challenges in introduction • Service product life cycle 	20%
	<p>Unit 3: Service Pricing Strategy</p> <ul style="list-style-type: none"> • Introduction • Concept of service pricing • Factors affecting pricing • Features of service pricing • Objectives of pricing • Corporate linkage • Pricing strategies • Lifecycle-based pricing • Profitability considerations 	25%
	<p>Unit 4: Service Promotion Strategy</p> <ul style="list-style-type: none"> • Introduction to promotion • Objectives of promotion • Advertising & limitations • Public relations • Publicity • Sales promotion methods • Designing campaigns • Internal & external communication • Strategic communication issues • Integration of marketing tools 	20%

Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	1	2	2	1	1
	CO2	3	2	3	2	1	1
	CO3	2	2	3	3	1	2
	CO4	2	3	3	2	2	2
	CO5	2	2	3	2	1	2
	CO6	2	2	3	3	1	2
	CO7	2	2	2	3	2	2
	3 = High, 2 = Medium, 1 = Low						
Reference Books	1. Service Marketing: Concepts and Practices – Ramneek Kapoor, Justin Paul, Biplab Haider 2. Service Marketing – Dr. H.P. Shajahan 3. Service Marketing – Valarie A. Zeithaml & Mary Jo Bitner 4. Service Marketing – S.M. Jha						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures and discussions • Case studies (Indian context) • ICT-based teaching • Group presentations • Field-based example 						
Evaluation Method	Internal Assessment: 50 Marks External Assessment: 50 Marks						

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Bachelor of Commerce Honors					
Semester	7					
NCrF Credit Level	6.00					
Course Type	Major					
Course Subtype	Employability / Skill Development					
Subject Type	Discipline Specific					
Course Code	MJ - 703					
Course Level	400-499					
Course Title	Marketing – 3 (International Marketing-1)					
Credit	Theory:	4	Practical:		Total:	4
Effective Form	Academic Year: 2026-27					
Course Outcomes	<p>CO1: Explain the concept, meaning, and nature of international marketing.</p> <p>CO2: Differentiate between domestic marketing and international marketing.</p> <p>CO3: Analyse political, legal, socio-cultural, economic, and technological factors affecting international marketing.</p> <p>CO4: Evaluate the role of international economic institutions such as WTO, IMF, and World Bank.</p> <p>CO5: Identify different international market entry strategies.</p> <p>CO6: Assess the suitability of various entry modes in international markets.</p> <p>CO7: Evaluate opportunities and challenges in emerging international markets.</p>					
Course Content	<p>Unit 1: International Marketing</p> <ul style="list-style-type: none"> • Introduction, objectives • Meaning and nature • Scope • Domestic vs international marketing • Principles of international marketing • Customer value and value equation • Competitive advantage • Management orientations (MNCs & TNCs) • Benefits of international marketing • Importance of IKS in international marketing 					20%

	<ul style="list-style-type: none"> • Challenges in integrating IKS 	
	<p>Unit 2: International Marketing Environment</p> <ul style="list-style-type: none"> • Political environment & challenges • Legal and regulatory environment • Socio-cultural environment • Cultural variables • Impact on consumer and industrial markets • Economic environment (macro & micro) • Technological environment • Domestic vs international marketing (IKS perspective) 	25%
	<p>Unit 3: Role of Economic Institutions & WTO</p> <ul style="list-style-type: none"> • WTO: objectives, functions, principles • Multilateral trading system • WTO impact on developing countries • Role of institutions: <ul style="list-style-type: none"> o World Bank o IBRD o IDA o IFC o MIGA o ICSID o IMF (roles & responsibilities) o ADB (funding & assistance) o WIPO o UNCTAD o International Trade Centre • Economic integration framework 	25%
	<p>Unit 4: International Market Entry Strategies</p> <ul style="list-style-type: none"> • Exporting • Licensing • Franchising • Joint ventures • Strategic alliances • Wholly-owned subsidiaries • Direct investment • IKS integration in global strategies 	15%
	<p>Unit 5: Emerging Markets</p> <ul style="list-style-type: none"> • Meaning and characteristics • Identifying emerging markets • Global trends • Drivers of market change • Investment opportunities 	15%

Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	1	2	2	1	1
	CO2	3	1	2	2	1	1
	CO3	2	2	3	2	1	2
	CO4	2	2	3	2	2	2
	CO5	2	2	3	3	1	2
	CO6	2	2	3	3	1	2
	CO7	2	3	3	2	2	3
	3 = High, 2 = Medium, 1 = Low						
Reference Books	1. International Marketing – Subhash C. Jain 2. Principles of Marketing – Philip Kotler 3. International Marketing (Export Management) – Francis Cherunilam 4. Marketing Management – Meenakshi & Arun Kumar 5. International Trade and Export Management – Francis Cherunilam						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures and discussions • Case studies (Indian context) • ICT-based teaching • Group presentations • Field-based examples 						
Evaluation Method	Internal Assessment: 50 Marks External Assessment: 50 Marks						

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SYLLABUS**

Note: This syllabus is offered to a student who has opted not go for OJT

Program Name	Bachelor of Commerce Honors						
Semester	7						
NCrF Credit Level	6.0						
Course Type	Major						
Course Subtype	Employability / Skill Development						
Subject Type	Discipline Specific						
Course Code	OJT-MJ-704						
Course Level	400-499						
Course Title	Foundation of Advertising and Sales Management						
Credit	Theory:	04	Practical:	00	Total:	04	
Effective From	Academic Year: 2026-27						
Course Outcomes	<p>CO1: Describe the basic concepts, nature, objectives, and significance of advertising and its contribution to modern marketing communication.</p> <p>CO2: Differentiate various advertising media and examine the role of creativity, message design, and communication effectiveness in advertising practices.</p> <p>CO3: Demonstrate understanding of sales management functions, personal selling techniques, sales organization, and sales planning methods.</p> <p>CO4: Assess the importance of sales promotion activities, customer relationship management, negotiation skills, and consumer behavior in business decision-making.</p> <p>CO5: Apply theoretical and practical knowledge of advertising and sales management through case analysis, campaign design, and presentation-based activities.</p>						
Mapping between Cos and PSOs		PS01	PS02	PS03	PS04	PS05	PS06
	C01	3	2	1	1	2	1
	C02	3	2	1	2	3	2
	C03	3	3	1	3	3	2
	C04	3	3	2	3	3	3
	C05	3	3	3	3	3	3

Course Content	Unit 1: Introduction to Advertising 20% <ul style="list-style-type: none"> - Concept and meaning of advertising - Characteristics and Scope of advertising - Objectives of advertising - Importance of advertising - Classification of advertising - Process of advertising - Advertising ethics and social responsibility in society - Role of advertising in integrated marketing communication
	Unit 2: Advertising Media and Creative Communication 25% <ul style="list-style-type: none"> - Overview of advertising media - Print media - Broadcast media - Outdoor media - Digital and online media - Media selection factors and planning process - Advantages and limitations of different media channels - Concept of advertising copy - Elements of an effective advertisement message - Creativity and communication in advertising design
	Unit 3: Sales Management and Personal Selling 20% <ul style="list-style-type: none"> - Meaning and scope of sales management - Objectives and functions of sales management - Sales organization and structure - Role and responsibilities of a sales manager - Concept of personal selling and its importance - Stages of selling process - Sales forecasting and sales planning techniques
	Unit 4: Sales Promotion, CRM and Modern Trend 25% <ul style="list-style-type: none"> - Concept and objectives of sales promotion - Tools and techniques of sales promotion - Consumer buying behaviour and influencing factors - Customer Relationship Management (CRM): concept and importance - Negotiation and persuasion techniques in selling - Digital transformation in advertising and sales - Emerging trends: e-commerce, social media marketing, influencer marketing importance - Stages of selling process - Sales forecasting and sales planning techniques
	Unit 5: Case Study 10%
Reference Books	1. Philip Kotler & Kevin Lane Keller, Marketing Management, Pearson Education, 15th Edition (2016)

	<p>2. George E. Belch & Michael A. Belch, Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw Hill Education, 11th Edition (2018)</p> <p>3. S.A. Chunawalla & K.C. Sethia, Foundations of Advertising Theory and Practice, Himalaya Publishing House, 4th Edition (2010) / Revised editions also available</p> <p>4. David A. Aaker, Rajeev Batra & John G. Myers, Advertising Management, Prentice Hall of India, 5th Edition (2005)</p> <p>5. Richard R. Still, Edward W. Cundiff & Norman A.P. Govoni, Sales Management: Decisions, Strategies and Cases, Pearson Education, 6th Edition (2006) / Later revised editions available</p> <p>6. Spiro, Stanton & Rich Management of a Sales Force, McGraw Hill Education, 13th Edition (2003)</p> <p>7. Russell & Lane Kleppner's Advertising Procedure, Pearson Education, 18th Edition (2013)</p>
Teaching Methodology	<p>1. Interactive Lectures</p> <p>2. Classroom Discussions</p> <p>3. Case Study Method</p> <p>4. Audio-Visual Presentations</p> <p>5. Group Discussions and Seminars</p> <p>6. Role Play and Sales Demonstration</p> <p>7. Project-Based Learning</p>
Evaluation Method	<p>Internal Assessment: 50 Marks</p> <p>External Assessment: 50 Marks</p>

Semester- 8

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT SYLLABUS						
Program Name	Bachelor of Commerce Honors					
Semester	8					
NCrF Credit Level	6.0					
Course Type	Major					
Course Subtype	Employability / Skill Development					
Subject Type	Discipline Specific					
Course Code	MJ – 704					
Course Level	400-499					
Course Title	Marketing – 4					
Credit	Theory:	4	Practical:		Total:	4
Effective Form	Academic Year: 2026-27					
Course Outcomes	<p>CO1: Explain product concept, levels, and hierarchy.</p> <p>CO2: Analyse product decisions in marketing management.</p> <p>CO3: Evaluate brand positioning strategies.</p> <p>CO4: Apply product development process in business situations.</p> <p>CO5: Evaluate Product Life Cycle (PLC) stages and related strategies.</p> <p>CO6: Formulate pricing strategies for business and marketing decisions.</p> <p>CO7: Explain e-marketing concepts and digital marketing mix in contemporary business environments.</p>					
Course Content	Unit 1: Product Decisions <ul style="list-style-type: none"> • Concept of products <ul style="list-style-type: none"> o Levels of products o Product hierarchy 					20%

	<ul style="list-style-type: none"> • Classification of products • Product decisions: <ul style="list-style-type: none"> o Individual product decisions o Product line decisions o Product mix decisions • Brand concept • Co-branding strategy • Product differentiation • Brand positioning examples <p>Unit 2: New Product Development & Product Life Cycle 20%</p> <ul style="list-style-type: none"> • Introduction • Need for new products • Product development process • Diffusion and adoption process • Product life cycle • PLC stages and marketing strategies <p>Unit 3: Pricing Decisions and Strategies 25%</p> <ul style="list-style-type: none"> • Definition and importance of pricing • 5C framework (Cost, Customer, Competition, Channel, Compliance) • Factors influencing pricing • Pricing strategies • Steps in pricing procedures • Price and terms of sales • Special pricing strategies <p>Unit 4: New Horizons in Marketing 25%</p> <ul style="list-style-type: none"> • Holistic marketing concept • 4A framework and customer focus • Brand-building implications • Experiential marketing • Co-creation of value • Emotional marketing • Blue Ocean strategy • Cause-related marketing • E-marketing • Types of e-markets • Advantages & limitations • Marketing mix in e-marketing
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Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	1	2	2	1	1
	CO2	2	2	3	3	1	1
	CO3	2	2	3	3	1	2
	CO4	2	2	3	3	1	2
	CO5	2	2	3	2	1	2
	CO6	2	3	3	3	1	2
	CO7	2	2	2	3	2	2
3 = High, 2 = Medium, 1 = Low							
Reference Books	1. Marketing Management – Dr. K. Karunakaran, Himalaya Publications 2. Marketing Management – Meenakshi & Arun Kumar, Vikas Publications 3. Marketing Management – Ramaswamy & Namakumari, Macmillan India 4. Principles of Marketing – Philip Kotler & Gary Armstron						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures and discussions • Case studies (Indian context) • ICT-based teaching • Group presentations • Field-based examples 						
Evaluation Method	Internal Assessment: 50 Marks External Assessment: 50 Marks						

VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT

SYLLABUS

Program Name	Bachelor of Commerce Honors without OJT				
Semester	8				
NCrF Credit Level	6.0				
Course Type	Major				
Course Subtype	Employability / Skill Development				
Subject Type	Discipline Specific				
Course Code	MJ - 705				
Course Level	400-499				
Course Title	Marketing – 5 (Service Marketing-2)				
Credit	Theory:	4	Practical:		Total: 4
Effective Form	Academic Year: 2026-27				
Course Outcomes	<p>CO1: Explain role of people in service delivery.</p> <p>CO2: Evaluate importance of personal contact in service marketing</p> <p>CO3: Analyse behaviour and communication in service environments.</p> <p>CO4: Apply determinants of service quality.</p> <p>CO5: Analyse gaps model of service quality.</p> <p>CO6: Evaluate service channels and apply electronic channels in service distribution.</p> <p>CO7: Develop differentiation and positioning strategies for service brands.</p>				
Course Content	<p>Unit 1: Managerial Aspects - People, Process & Physical Evidence</p> <ul style="list-style-type: none"> • Introduction • People as key to service delivery • Classification of service personnel • Importance of personal contact • Physical evidence strategy • Communication style and content • Grooming and behavior • Tangible elements • Brand perception and price • Service process and issues 				25%

	<ul style="list-style-type: none"> • Factors affecting service design <p>Unit 2: Managing Quality Aspects of Service Marketing 25%</p> <ul style="list-style-type: none"> • Introduction • Service quality definition • Reasons for uniqueness of services • Determinants of service quality • Gaps model • Bridging service gaps • Causes of gaps • Closing quality gaps • TQM concept • Managing human, technology, design • Standardization vs customization <p>Unit 3: Service Distribution Strategy & Channels 25%</p> <ul style="list-style-type: none"> • Meaning of service distribution • Service channels • Channel selection • Direct distribution • Advantages of internal channels • Outsourcing • Intermediaries • Franchising • Agents and brokers • Electronic channels • Internet-based services • Service location decisions <p>Unit 4: Differential Strategy for Service Marketing 25%</p> <ul style="list-style-type: none"> • Need for differentiation • Service design and positioning • Positioning strategy • Differentiation strategies • Steps in differentiation • Brand perception strategies • Emotional connection with customers • Internal branding
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Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	2	1	2	3	2	1
	CO2	2	2	3	3	2	2
	CO3	2	2	3	3	2	2
	CO4	2	2	3	3	1	2
	CO5	2	3	3	2	1	2
	CO6	2	2	3	3	1	2
	CO7	2	2	3	3	2	3
3 = High, 2 = Medium, 1 = Low							
Reference Books	1. Service Marketing: Concepts and Practices – Ramneek Kapoor, Justin Paul, Biplab Haider 2. Service Marketing – Dr. H.P. Shajahan 3. Service Marketing – Valarie A. Zeithaml & Mary Jo Bitner 4. Service Marketing – S.M. Jha						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures & discussions • Case studies (banking, hospitality, healthcare) • ICT tools and presentations • Group assignments and role plays 						
Evaluation Method	Internal Assessment: 50 Marks External Assessment: 50 Marks						

- Export–import organization
- Preliminary considerations (product, volume, market)
- Export procedures:
 - o Order confirmation
 - o Manufacturing/procurement
 - o Inspection and clearance
 - o Shipment and documentation
- Import procedures:
 - o Trade enquiry
 - o Import license
 - o Letter of credit
 - o Customs clearance
 - o Payment and closure
- Documentation:
 - o Commercial documents
 - o Transport documents
 - o financial documents
 - o Government documents
 - o Issues and challenges

Unit 3: Foreign Trade Policies of India

25%

- Trade policy in developing economies
- Types of trade policies
- Indian foreign policy principles:
 - o non-alignment
 - o Panchsheel
 - o Anti-imperialism
 - o UN support
- EXIM policies:
 - o 1997–2002
 - o 2002–07
 - o 2004–09
 - o 2009–14
 - o 2015–20
- Impact on economy

Unit 4: Emerging Issues in International Marketing

25%

- Globalization trends
- Liberalization
- ICT developments
- E-marketing
- Big data
- SEO and content marketing
- IoT applications
- Mobile marketing
- CRM
- FDI
- Global recession
- Demonetization impact

Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
	CO1	3	2	2	1	1	2
	CO2	2	2	3	2	2	2
	CO3	2	3	3	2	1	2
	CO4	2	2	3	2	1	2
	CO5	2	2	2	2	1	2
	CO6	2	2	3	2	2	3
	CO7	2	3	3	3	2	3
	3 = High, 2 = Medium, 1 = Low						
Reference Books	1. International Marketing – Subhash C. Jain 2. Principles of Marketing – Philip Kotler 3. International Marketing (Export Management) – Francis Cherunilam 4. Marketing Management – Meenakshi & Arun Kumar 5. International Trade and Export Management – Francis Cherunilam						
Teaching Methodology	<ul style="list-style-type: none"> • Lectures and discussions • Case studies (Indian context) • ICT-based teaching • Group presentations • Field-based examples 						
Evaluation Method	Internal Assessment: 50 Marks External Assessment: 50 Marks						

**VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
SYLLABUS**

Note: This syllabus is offered to a student who has opted not go for OJT

Program Name	BACHELOR OF COMMERCE HONORS								
Semester	8								
NCrF Credit Level	6.0								
Course Type	Major								
Course Subtype	Employability / Skill Development								
Subject Type	Discipline Specific								
Course Code	OJT-MJ-804								
Course Level	400-499								
Course Title	ADVANCED ADVERTISING AND SALES MANAGEMENT								
Credit	Theory:	04	Practical:	00	Total:	04			
Effective From	Academic Year: 2026-27								
Course Outcomes	<p>C01: Understand strategic advertising planning and creative advertising techniques.</p> <p>C02: Develop advertising copy, slogans and brand positioning strategies.</p> <p>C03: Analyze digital advertising platforms, SEO, PPC and AI-based advertising tools.</p> <p>C04: Apply influencer marketing and integrated marketing communication strategies.</p> <p>C05: Understand strategic sales planning and forecasting.</p> <p>C06: Apply CRM, negotiation and digital selling techniques in sales management.</p> <p>C07: Evaluate global sales practices, ethical issues and emerging trends in advertising and sales.</p>								
Mapping between Cos and PSOs		PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
	C01	✓					✓		
	C02	✓			✓		✓		
	C03	✓	✓	✓		✓			
	C04	✓					✓	✓	
	C05	✓	✓	✓		✓		✓	
	C06	✓	✓	✓		✓	✓	✓	
	C07	✓	✓	✓	✓	✓	✓	✓	✓
Course Content	<p>UNIT-1: Strategic and Creative Advertising methods 20%</p> <ul style="list-style-type: none"> • Meaning of strategic advertising campaign planning • Process and stages involved in advertising campaign planning • Meaning and techniques of creative copywriting • Slogan development: importance, features and creative approaches • Concept and role of brand positioning and repositioning • Celebrity endorsement, influencer marketing and advertising effective 								

	<p>UNIT-2: Digital, AI and Contemporary Advertising 25%</p> <ul style="list-style-type: none"> • Meaning and types of digital advertising platforms and social media campaigns • Search Engine Optimization (SEO) and Pay-Per-Click (PPC) advertising: concept, tools and advantages • Programmatic advertising and AI-driven ad targeting: benefits and applications • Personalized advertising, Chatbots and Predictive analytics in digital marketing • Integrated Marketing Communication (IMC) and influencer collaboration strategies • International, Rural, Green and Start-up advertising: concepts and opportunities • Ethical, legal and emerging trends in digital advertising and AI-based marketing systems <p>UNIT-3: Strategic Sales Planning and Forecasting 20%</p> <ul style="list-style-type: none"> • Meaning and process of strategic sales planning and AI-based sales forecasting • Meaning concepts and importance of Sales territory design, quota allocation Consultative selling, negotiation skills and customer acquisition strategies • Sales force automation, CRM analytics and data-driven selling approaches • Sales leadership, motivation, compensation methods and ethical selling practices • Sustainable selling practices and challenges in the modern sales environment <p>UNIT -4: Digital and Global Sales Management 25%</p> <ul style="list-style-type: none"> • Meaning, scope and tools of digital selling, social selling and online sales platforms • Omnichannel sales strategies: concepts and applications • Distribution channel management and global supply network systems • Retail selling, industrial selling and international sales operations: features and practices • Export sales procedures, international negotiation and foreign market entry strategies • Cross-cultural selling and development of global sales strategies • Innovation in sales practices and emerging trends in sales management <p>UNIT -5: Case Study 10%</p>
<p>Reference Books</p>	<ol style="list-style-type: none"> 1. <i>Advertising and Sales Promotion Management</i>, S. H. H. Kazmi and Satish K. Batra Publisher: Excel Books, 2008 2. <i>Sales and Distribution Management</i>, Tapan K. Panda and Sunil Sahadev, Publisher: Oxford University Press, 2019 3. <i>Advertising Management: Concepts and Cases</i>, Manendra Mohan, Publisher: Tata McGraw-Hill Publishing Company, 1989 4. <i>Sales Management</i>, S. K. Puri, Sun India Publications, 2002 5. <i>Advertising Management</i>, David A. Aaker and John G. Myers, Publisher: Prentice Hall, 1987 6. <i>Contemporary Advertising and Integrated Marketing Communications</i>, William F. Arens, McGraw-Hill Education, 2015 7. <i>Sales Management: Analysis and Decision Making</i>, Thomas N. Ingram, Publisher: Routledge, 2012

	8. <i>Digital Marketing Excellence</i> , Dave Chaffey and P. R. Smith, Publisher: Routledge, 2017 9. <i>Principles of Marketing</i> , Philip Kotler and Gary Armstrong, Publisher: Pearson Education.2021
Teaching Methodology	1. Lecture-cum-Discussion Method 2. Practical Demonstration and Digital Lab Method 3. Guest lectures, expert talks and interaction with advertising professionals, digital marketers and sales executives to provide practical exposure to current industry practices. 4. Class Assignments on campaign analyses, comparative studies, Slogan creation, digital campaign designs, sales forecasting reports, brand positioning and emerging trends in advertising and sales management. 5. Conduct classroom workshops on AI-driven marketing practices SEO tools, PPC advertising, CRM software, Chatbot applications and sales automation.
Evaluation Method	Internal Assessment: 50 Marks External Assessment: 50 Marks