

**Veer narmad South Gujarat University, Surat**  
**S.Y.B.Com (external)2022-23**

**Marketing -1**

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|---|------------|
| <b>1. Basics of Marketing</b>   | <b>15%</b> |
| <ul style="list-style-type: none"><li>• Definition of marketing and marketing management</li><li>• Factors affecting business strategies over time<ol style="list-style-type: none"><li>1. Changing consumer demographic</li><li>2. Emerging technologies</li><li>3. Fluctuating market conditions</li><li>4. Cultural shifts</li></ol></li><li>• Objectives of marketing</li><li>• Activities in the marketing process</li><li>• Core marketing concepts</li></ul> <ol style="list-style-type: none"><li>1. Needs, wants, exchanges</li><li>2. Transactions</li><li>3. Product</li><li>4. Services</li><li>5. Demands<ul style="list-style-type: none"><li>• Marketing management philosophies</li></ul></li></ol> <ol style="list-style-type: none"><li>1. Product concept</li><li>2. Production concept</li><li>3. Selling concept</li><li>4. Societal concept</li></ol> |            |
| <b>2. Various Marketing Concepts</b>  | <b>10%</b> |
| <ul style="list-style-type: none"><li>• Moment marketing</li><li>• Experiential marketing</li><li>• Relationship marketing</li><li>• Content marketing</li><li>• Conversational marketing</li><li>• Digital marketing</li><li>• Inbound marketing and outbound marketing</li><li>• Contextual marketing</li><li>• Place marketing marketing</li><li>• Man marketing</li><li>• Idea marketing</li><li>• Internal marketing and external marketing</li></ul>  |            |
| <b>3. Product and Product Management</b>  | <b>10%</b> |
| <ul style="list-style-type: none"><li>• Concept of product, product management, product development</li><li>• Product planning, new product development process</li><li>• Product line, product mix</li><li>• Factors affecting product mix, product life cycle concept</li><li>• Product diversification, product elimination</li><li>• Reasons for new product failure</li></ul>  |            |
| <b>4. Packing and Packaging</b>   | <b>10%</b> |
| <ul style="list-style-type: none"><li>• Role of packing</li><li>• Types and functions</li><li>• An ideal packaging</li></ul>  |            |

- Social desirability of packaging
  - Labelling – its functions and types
  - Assembling, grading, standardization
  - Warranty, guarantee concepts
- 5. Buyer behaviour** **10%**
- Concept of buyer behaviour
  - Classes of buyer
  - Difference between buyer behaviour and consumer behaviour
  - Buyer motives
  - Decision making process in buying
  - Factors affecting buyer behaviour
- 6. Organizational behaviour** **10%**
- Concepts and definition
  - Factors affecting organizational behaviour
  - Organizational behaviour models
    - ◆ Autocratic model
    - ◆ Custodial model
    - ◆ Supportive model
    - ◆ Collegial model
- 7. Relationship marketing** **10%**
- Concept and definition
  - Levels of relationship marketing
  - Tools of relationship marketing
  - Factors responsible for the success of relationship marketing
  - Process of relationship marketing
  - Importance and application of relationship marketing
- 8. Market segmentation** **10%**
- Meaning
  - Concept and importance
  - Bases of market segmentation
  - Uses of market segmentation
  - Process/steps in marketing segmentation
  - Requirements for effective segmentation
  - Target marketing
- 9. Recent trends in market** **10%**
- Mobile marketing
  - Tele marketing
  - Green marketing
  - Digital marketing
  - B2B marketing
  - B2C marketing

## 10. Case Study

5%

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