

Veer Narmad South Gujarat University, Surat

S.Y.B. Com (External) (2022-23)

Marketing 2

1. Pricing 10%

- Definition
- Concept of pricing
- Objectives of pricing
- Pricing methods, meaning and its types
 - Cost pricing-oriented methods
 - Cost plus pricing
 - Markup pricing
 - Target return pricing
- Market oriented pricing
 - Perceived pricing value
 - Value pricing
 - Going rate pricing
 - Auction type pricing
 - Differential pricing

2. Different types of pricing strategies 10%

- Value based pricing
- Competitive pricing
- Skimming pricing
- Penetration pricing
- Cost plus pricing
- Economy pricing
- Dynamic pricing

3. Brand Marketing 10%

- Definition of brand
- Reasons for branding
- Types of brands (private, national, individual, and blanket brands)
- Multiple brands for same product
- Store label brands
- Brand equity, brand image, global brands

4. Web Advertising 10%

- Types of online advertising
- Challenges of online advertising
- Direct marketing: its process, advantages and disadvantages
- Factors causing growth of direct marketing

- Internet advertising, its advantages

5.Non-Profit Marketing

10%

- Definition and concepts
- Functioning of non-profit marketing
- Types of non-profit marketing
 - Traditional fund raising
 - Consumer charity
 - Message focused campaigns
 - Event marketing
- Tactics used for non-profit marketing
- Platforms used for non-profit marketing

6.Promotion

10%

- Meaning and purpose
- Importance of promotion in marketing
- Promotion mix
- Promotional methods
- Sales promotion at different levels
- Personal selling
- Its features and functions

7.Advertising

10%

- Definition
- Importance
- Objectives
- Types
- Benefits of advertising to customers and society

8.B2B Market and B2C Market

10%

- Definition of B2B & B2C
- Importance of B2B
- Characteristics of B2B & B2C
- Advantages of B2B marketing & B2C marketing
- Difference between B2B & B2C

5. Customer Acquisition and Retention

10%

- Life cycle of customers (prospects, first time buyers, repeat buyers, defectors)
- Meaning of customer acquisition and retention
- Factors affecting acquisition of customers
- Factors affecting the improvement of retention rate

6. Weight and Measures Act 1977

10%

- Packed commodities rules 1977 (Definitions and provisions applicable to packages intended for retail sales)

- Consumer protection act 2019
- Difference between consumer protection act 1986 and 2019

7. Case study

5%

REFERENCE BOOKS:

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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
8. Marketing management Rajan Saxena (Tata Mc graw Hills)
9. Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
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12. Marketing quick win Ann marie Hanlon (PHI Learning)
13. Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)
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