

Veer Narmad South Gujarat University, Surat

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

Marketing -3

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| 1. Marketing Research | 10% |
| <ul style="list-style-type: none">• Meaning and definition of marketing research• Role of marketing research• Objectives of marketing research• Process of marketing research | |
| 2. Research Design | 20% |
| <ul style="list-style-type: none">• Definition• Elements of research design• Characteristics of research design• Steps involved in creation of research design<ul style="list-style-type: none">♦ Considers aims and approach♦ Choose a type of research design♦ Identify population and sampling method♦ Choose data collection procedure♦ Decide data analysis strategies• Types of research design<ul style="list-style-type: none">♦ Quantitative research design and its types♦ Qualitative research design and its types♦ Other types of research design | |
| 3. Sales forecasting | 15% |
| <ul style="list-style-type: none">• Meaning and importance, success factors in sales forecasting• Steps in sales forecasting, key sales forecasting challenges• Advantages and disadvantages of sales forecasting• Sales forecasting techniques, sales forecasting methodologies, top down, bottom up• Qualitative techniques - panel consensus, Delphi method, sales force composite, buyers' expectation, market research• Time series analysis and projection• Casual models | |
| 4. Marketing planning | 10% |
| <ul style="list-style-type: none">• Steps in marketing planning• Components of marketing planning• Evaluation and control (operational control and strategic control)• The marketing audits• Features of marketing audit | |
| 5. International Marketing | 10% |
| <ul style="list-style-type: none">• Meaning/ Definition• International marketing environment• International marketing decision factors | |

- Difference between international and domestic marketing
- **6.Social Marketing** **10%**
 - Definition
 - Evolution of social marketing
 - Marketing mix in social marketing
 - Social marketing process
 - Marketing plan for social marketing
 - Emerging concepts of social marketing

7.Marketing Distribution Channels

- Definition
- Functions of channels
- Channel levels
- Channel design
- Channel power
- Channel conflict and control

8.Competition **10%**

analysis

- Introduction
- Bases of competition
- Competitive forces
- Competitive disadvantages
- Identifying competitors
- Analyzing competitors
- Consumer satisfaction
- Consumer delight

9. 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
 1. Marketing management Rajan Saxena (Tata Mc graw Hills)
 2. Marketing management (Concepts, cases & trends) M. Govind Rajan (Prentice Hall of India)
 3. Marketing management (Concepts& cases) S.A Sherlekar, R. Krishnamoorthy.(Himalaya Publication)
 4. Advertising (Planning& Implementation) Sangeeta Sharma, Raghuvir Yadav (Prentice Hall of India)
 5. Marketing quick win Ann marie Hanlon (PHI Learning)
 6. Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

7. Marketing management concepts and cases by S.A.Sherelakar and Krishnamoorthy published by Himalaya publication