

VEER NARMAD SOUTH GUJARAT UNIVERSITY
SYLLABUS

Marketing—I

M.com (Annual)

With effect from ---2020-2021

(External)

- 1. Fundamentals of marketing:** 10%
- Marketing concept
 - Various marketing Concepts (Production, product, selling, marketing, customer and societal concept)
 - Marketing Mix
 - An effective marketing mix
 - Criticisms of the 4 “p” approach to marketing.
 - Choosing the optimum marketing Mix.
 - Value creation and value delivery.
 - Types of customer values.
 - Types of customers.
 - Approaches to marketing.
- 2. Marketing Environment.** 10%
- Scanning the environment.
 - Meaning and concepts.
 - Micro environment
 - Macro environment.
 - Environmental analysis.(Special focus on PEST analysis.)
- 3. Market Segmentation:** 15%
- Meaning of market segmentation
 - Non segmented markets
 - Market segmentation process
 - Market aggregation (Aggregation of market demand, characteristics of aggregating demand.)
 - Aggregation of supply
 - Estimations of market segmentations
 - Essentials for successful marketing segmentation.
 - Patterns of market segmentations
 - Segmentation of consumer and industrial markets (Macro and Micro segmentation)
 - Nested approach to segmentation(Bonomas Shapiro model)
 - Evaluating market segments and target market selection
 - Strategies of target marketing
- 4. Positioning** 10%
- Meaning
 - Elements of positioning
 - Tasks involved in positioning.
 - Repositioning
 - Dilution of positioning
 - Types of brand repositioning

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- Brand equity
- Differentiation
- Types of differentiation
- Product differentiation strategies.

5. **Product decisions:** 10%

- Product- Definition, meaning and concept
- Importance of product
- Types of products (Related to Income----Inferior, normal, superior)
- Types of products related to Price.(Giffin, ordinary and Veblen products)
- Types of products related to consumption ability(non rival, Excludable product, Public product, Private product, club product)
- Dimensions of a products (Reliability, Responsiveness, Assurance, Empathy, Tangible)
- Classification of Products (industrial, and consumer products)
- Product Diversification (Reasons, advantages and types of diversification.

6. **Product Planning** 20%

- Meaning
- Product addition and deletion
- Elements of product planning
- Importance of product planning.
- Product planning and development strategy.(market penetration, market development, product development, product diversification)
- New product development
- Steps involved in new product development.
- Test marketing
- Diffusion of innovation theory
- New product adoption and diffusion
- Stages in adoption process
- Adopter catagories
- Product hierarchy
- Product merchandising planning
- Importance of merchandising planning
- Product merchandising strategies
- Importance of Product Merchandising strategies

7. **Integrated Marketing communications:** 15%

- Meaning of marketing communication
- Sales promotion
- Public relations and publicity
- Sponsorships
- Exhibitions
- Word of mouth publicity
- Direct marketing
- Meaning of direct marketing
- Direct marketing techniques
- Growth in direct marketing activity
- Most popular direct marketing techniques

8. **Competitive marketing strategy:** 10%

- Competitors analysis
- Competitive advantage.
- Sources of competitive advantage.

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- Sustaining a competitive advantage

Reference Books.

1. Marketing management by k. Karunakaran. By (himalaya publications)
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, Condiff
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)
- 13) Customer relationship management Kristin Anderson & Carol Kerr (Tata Mc Graw Hill)

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