Syllabus for T.Y.B.Com

To be implemented from 2019-2020

Marketing paper-3 (ANNUAL)

1. Marketing research (10)

- Meaning of marketing research
- Role of marketing research
- Objectives of marketing research
- Process of marketing research

2. Research design (15)

- Meaning
- Types of research design
  - Exploratory
  - Descriptive
  - Causative design
  - Sources of data
- Primary data
  - Types of primary data (census and sample)
- Sampling and its procedure
  - Random sampling
  - Purposive and judgemental

3. Sales forecasting (15)

- Meaning and importance
- Measure of marketing demand

- Major concepts in demand measurement
- Steps in forecasting
- Methods of sales forecasting
- Limitation of sales forecasting

4. Marketing planning (10)

- Steps in marketing planning
- Components of marketing planning
- Evaluation and control (operational control and strategic control)
- The marketing audit
- Features of marketing audit

5. International marketing (15)

- Meaning
- Definition
- International marketing environment
- International marketing decision'
- Difference between international marketing and domestic marketing

6. Customer relationship marketing (15)

- Introduction
- Focus on customer relationship marketing
- Customer retention
- Customer dissatisfaction and delight
- Strategies for building relationship
- CRM, CIM and E-CRM

7. Social marketing (10)

- Meaning
- Evolution of social marketing
- Marketing mix in social marketing
- Marketing plan for social marketing
- Social marketing process
- Emerging concepts of social marketing

8. Distribution channels (10)

- Channels of distribution
- Functions of channel
- Channel levels
- Channel design
- Channel power
- Channel conflicts and control

Reference Books;

1.Marketing -N. Rajan Nair
2. 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, Condift
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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