1) FUNDAMENTAL OF MARKETING: (15)

- Marketing concept
- Marketing concept v/s production concept
- Service concept
- Experience concept
- Green concept
- Efficiency v/s effectiveness
- Limitations of the marketing concept
- Marketing mix
- An effective marketing mix.
- Criticisms of the 4`p’s approach to marketing.
- Marketing orientation and business performance

2) MARKETING ENVIRONMENT: (15)

- Economic factors
- Technological factors
- Socio-cultural factors
- Demographic factors
- Political legal environment
- Competitive environment
- Country analysis
- Industry analysis

3) SEGMENTATION AND TARGETING: (15)

- Customer value preposition
- Non segmented markets
- Purpose of segmentation
- Segmentation and market entry
- Process of market segmentation
- Segmenting consumer markets
- Combining segmentation variables
- Segmenting organisational markets
- Evaluating market segments and target market selection
- Strategies of target marketing

4) **POSITIONING:**

- Elements of positioning
- Positioning, differentiation and marketing mix
- Ries and trouts on positioning
- Criteria for successful positioning
- Dilution of positioning
- Repositioning

5) **CASE STUDY**

1) Marketing Management By Meenakshi & Arun Kumar, Vikas Publications
2) Marketing Management, By Ramaswamy V/S Namakumari; Macmillan India, New Delhi.
4) Case Studies in Marketing, By Srinivasan R, “The Indian context.”
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MARKETING MANAGEMENT-4  
W.E.F FROM 2017-18

1) MARKETING PLANNING:  
- Meaning  
- Process of marketing planning  
- Marketing objectives  
- SWOT Analysis  
- Core strategy  
- Marketing mix decisions  
- Implementation and control  
- Rewards in marketing planning  
- Problems in marketing planning work  

2) INTEGRATED MARKETING COMMUNICATION:  
- Marketing communication  
- Sales promotion  
- Public relations and publicity  
- Sponsorships  
- Exhibitions  
- Word-of-mouth promotion  

3) COMPETITIVE MARKETING STRATEGY  
- Analyzing competitive industry structure  
- Competitor analysis  
- Competitive advantage  
- Creating differential advantage  
- Creating cost leadership  
- Sources of competitive advantage  
- Sustaining a competitive advantage
• Erosion of competitive advantage
• Competitive behavior
• Competitive marketing strategies

4) DIRECT MARKETING: (15)

• Meaning of direct marketing
• Direct marketing techniques
• Growth in direct marketing activity
• Most popular direct marketing techniques

5) CASE STUDY

References: (10)

1) Marketing Management By Meenakshi & Arun Kumar , Vikas Publications

2) Marketing Management, By Ramaswamy V/S Namakumari; Macmillan India, New Delhi.


4) Case Studies in Marketing, By Srinivasan R, ”The Indian context.”
1) INTERNATIONAL MARKETING: (15)
- Meaning
- Reasons for companies going global
- Which markets to enter
- Differences among countries
- Mode of entry in foreign market
- International market strategy
- Global brand
- Multinational companies from developing countries

2) PRODUCT POLICY AND PLANNING (15)
- Meaning of product
- International product planning
- Product design strategy: standardization and customization
- Developing an international product line
- Foreign product diversification
- International packaging
- International warranties and trademarks

3) INTERNATIONAL PRICING: (15)
- Factors affecting pricing
- Aspects of international price setting
- Transfer pricing
- Handling interdivisional conflicts
- Dumping
- Meeting the import challenge
- Leasing
4) INTERNATIONAL CHANNELS OF DISTRIBUTION: (15) 

- Perspectives of international distribution channels
- International channel members
- Channel management
- Wholeselling and retailing in foreign environment
- International franchising
- International physical distribution

5) CASE STUDY (10)

References:


2) Marketing Management By Meenakshi & Arun Kumar, Vikas Publications

3) Marketing Management, By Ramaswamy V/S Namakumari; Macmillan India, New Delhi.


1) INTERNATIONAL MARKETING RESEARCH:  
- Framework for international marketing research
- Information requirements of international marketers
- Gathering secondary data at home
- Secondary research abroad
- Primary data collection
- Organisation for international marketing research
- International marketing information systems

2) EXPORT PROCEDURE AND DOCUMENTS:  
- Preliminaries
- Inquiry and offer confirmation of offer exports licenses
- Finances productions/procurement of good
- Shipping space
- Packing and marking
- Quality control and preshipment inspection
- Excises clearance custom formalities
- Insurance
- Shipping the goods
- Negotiation of documents
- Preshipment documents
- Documents related to goods
- Documents related to shipments

3) MARKETING PLANNING AND STRATEGY FOR INTERNATIONAL BUSINESS:  
- Dimensions of international planning and strategy
- Planning at a subsidiary level
• Marketing planning at corporate level
• Information scanning monitoring
• Achieving planning effectiveness
• New emphasis on global strategic market planning

4) ORGANIZATION AND CONTROL IN INTERNATIONAL MARKETING: (15)

• Alternative organizational designs
• Choosing appropriate organizational structure
• New perspectives on organization: corporate networking
• Delegating decision-making authority to foreign subsidiaries
• Performance evaluation and control of foreign operations
• Conflicts and their resolution

5) CASE STUDY (10)

References:


2) Principals of marketing by Philip Kotler. (New Delhi Prentice Hall of India Pvt Ltd.

3) International marketing (including export management) Francis Cherunilam Himalaya Publishing House.

4) Marketing Management By Meenakshi &

5) International Trade and export management, by Francis Cherunilam (Himalaya Publishing House.)
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SERVICE MARKETING-2
W.E.F FROM 2017-18

1) OVERVIEW OF SERVICES MARKETING: (15)
- Concept, scope and definition
- Service marketing environment
- Customer driven services
- Customer power
- Service economy- applying technology to services
- Service exports
- Impact of new economic policy

2) THE FUNDAMENTAL CONCEPTS IN SERVICE MARKETING (15)
- Definition of services and goods
- Components of services
- Customer expectations
- Flow charting
- Blue printing
- Service delivery as a system and as a process
- Service facility design and layout
- Service package
- Building service aspirations
- Tracking customer behaviour

3) DELIVERING QUALITY SERVICES (15)
- Service based components of quality
- Perceived quality
- SERVQL Model
- Measuring satisfaction
- SERVICUAL scale
• Gaps in the service quality
• Strategies for closing the gap
• Communication strategies
• Benchmarking
• Customer satisfaction measurement techniques –MPQ—ROQ
• Strategy for improvement
• Service guarantees.

4) STRATEGIC SERVICE MARKETING

• Building SCA focus strategies identifying and selecting service target segments
• Positioning the service
• Creating and maintaining value relationship
• Niche and market cell
• Market leadership strategies

5) CASE STUDY

References:
1) Service marketing by Dr. Shajahan (H.P)
3) Service Marketing by S. M. Jha.
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SYLLABUS FOR M.COM PART-1 (SEM-2)
SERVICE MARKETING-5
W.E.F FROM 2017-18

1) SERVICE DEVELOPMENT AND DESIGN: (15)
   • Challenges of service design
   • New service development
   • Types of new services
   • Services redesign
   • Stages in new service development

2) SERVICE INTERMEDIARIES: (15)
   • Meaning of service intermediaries
   • Types of service intermediaries
   • Common issues involving intermediaries
   • Advantages and disadvantages of different service delivery through intermediaries.

3) DESIGNING SUITABLE PRODUCT AND PRICE MIX (15)
   • Service marketing mix
   • Product decision-complete service package
   • Product line and brands
   • Technological revolutions
   • Pricing strategies and techniques
   • Winning strategies through pricing

4) INTRODUCTION TO MARKETING OF VARIOUS KEY EMERGING SERVICES (15)
   • Bank Marketing :Concept, justification and users,
   • insurance marketing:concept,user and behavioural profile of users,
   • Tourism Marketing concept, user and behavioural profile of users.

5) CASE STUDY (10)
References:

1) Service marketing by Dr. Shajahan(H.P)


3) Service Marketing by S.M.Jha.