Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
2. To acquaint the students with the marketing problems.

Syllabus:
1. Basics of Marketing
   - Definition, Scope of marketing.
   - Core concept of marketing - Exchange, Transaction & Transfer.
   - Importance of marketing as a business function.
   - Importance of marketing in economy
   - Value satisfaction & expectations.
   - Market place, Market space & Meta market.

2. Recent trends and Types of Marketing concepts:
   - Customer relationship management concept.
   - E-marketing.
   - Internet marketing.
   - Societal marketing.
   - Organisational Marketing.
   - Place Marketing.
   - Idea Marketing.
   - Man Marketing.
   - Concept Marketing.
   - Service Marketing.
   - Internal Marketing.
   - External Marketing

3. Product and Product management:
   - Concept of product, Product management, product development
   - product planning and New Product development process.
   - product line
   - product mix,
   - factors affecting product mix, product life cycle concept.
   - product differentiation,
   - product diversification,
   - product elimination,
   - why new product fail

4. Packing – Packaging
   - Role of Packing
   - Types and functions.
   - An ideal packaging,
   - Social desirability of packaging,
   - Labeling: Functions and Types.
   - Assembling, Grading, Standardization,
   - Warranty, guarantee

5. Case Study:

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
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11) Advertising ( Planning & Implementation) Sangeeta Sharma, Raghuvir Yadav ( Prentice Hall of India )
12) Marketing quick win Ann marie Hanlon ( PHI Learning )
Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
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Syllabus: 

1) PRICING: 20%
   a) Pricing objectives.
   b) Factors influencing, price determination,
   c) Seven key ways to promote business.
   d) Sales v/s Marketing.
   e) Pricing the product & services.

2) Issues and challenges in marketing (20%)
   - High volatility in markets
   - Diversity and Convergence
     --Catering to the affluent.
     --Poor markets also need marketing.
     --Engaging customer 24*7
     -- communities.
     --Enhancing access.
     --New Icons
     --Indian global brands.
     --Ecology sensitivity
   - Word of mouth a stronger influence in adoption.

Barriers to Entry and Exit in the market.
1. Govt. policy.
2. Costs.
3. Presence of strong brand.
4. Customers
5. Technology.

3) WEB ADVERTISING: 25%.
   a) Importance & objectives of online advertising.
   b) Types of online Advertising.
   c) Challenges of online advertising.
   d) New development in online advertising.
   e) Direct marketing.
   f) Factors causing growth of Direct marketing.
   g) Process, advantages & disadvantages of Direct marketing.
   h) Internet advertising.
   i) Advantages of Internet advertising.
   j) Laws relating to e-mail marketing.

4) Brand marketing: 20%
   - Definition of Brand.
   - Reasons for Branding.
   - Types of Brand- National , Private , individual & Blanket Brands.
   - Multiple Brands for same product.
   - Store label Brand.
   - Brand Image.
   - Global Brands.
   - Local Markets to Global Markets.

5. Case Study: 10%

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12. Marketing quick win Ann marie Hanlon (PHI Learning)
Objectives: 1. To impart to the conceptual knowledge in the area of marketing.
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Syllabus:

A1. MARKET SEGMENTATION: 25%
- Meaning, concept and importance.
- Bases of market segmentation.
- Uses of market segmentation.
- Market segmentation procedure.
- Requirements for effective segmentation,
- Target marketing.

2) BUYER BEHAVIOR: 25%
- Classes of buyer,
- Difference between Buyer behaviour and consumer Behaviour
- Buying motives,
- Decision making process in buying.
- Factors governing buyer behaviour,
- customer satisfaction and customer delight

3. RECENT TRENDS IN MARKETING: 20%
- E-business,
- Tele marketing,
- M-business,
- virtual marketing.
- Marketing myopia.
- Mobile marketing,
- Green marketing, Green marketing mix & strategy

4) . Case Study:

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- 1. Marketing -N. Rajan Nair
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- Modern Marketing Management – K.C. Nair, Jase Paul, C.J. George, J John

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Objectives:
1. To impart to the conceptual knowledge in the area of marketing.
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Syllabus:
1. New Marketing Concept
   - Definition of Competitive advantage.
   - Steps taken to improve Competitive advantage by organizations
   - Customer Orientations.
   - Competitive orientations.
   - Ability to respond to Environmental changes
   (i.e. Changes in consumer needs, competition, Govt. Policy, Technology etc.)
   - Market as a process - The needs, wants and demands of a customer.
   - Role of marketing in Modern Organizations.
   - Integrative functions of marketing.
   - Customer acquisition and retention.
   - Tracking the Competition.
   - Life Cycle of customers
   - Prospects.
   - First time Buyers.
   - Repeat Buyers.
   - Defector.

2) Customer acquisition and Retention.
   - Concept
   - Factors affecting Acquisitions of customers
   - Technological advancement.
   - Govt. Policy.
   - Life Style changes.
   - Purchasing frequency.
   - Innovations in Industry.
   - Improving Customer retention:
     - Factors affecting the improvement of retention rate.
     - Customer service.
     - Continuously enhancing value.
     - Keeping abreast of technological Change.
     - Continuous Improvement in Customer loyalty programmes.

. PROMOTION: 20%
   - Meaning and purpose,
   - Nature and importance of promotion,
   - Promotion Mix
   - Promotional methods,
   - Sales promotion: advantages, sales promotion at different levels.
   - Personal selling:
     - Features and Functions

4. Advertising
   - Definition,
   - Importance
   - Types
   - Objectives
   - Benefits of advertising to customers & society

Digital Marketing

5. Weight and Measures Act 1977
   (packed commodities rules 1977)
   - Definition and provisions applicable to packages intended for retail sales.

5. Case Study: 10%
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   - Meaning,
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   - Market segmentation procedure,
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   - Classes of buyer,
   - Difference between Buyer behaviour and consumer Behaviour
   - Buying motives,
Decision making process in buying.
Factors governing buyer behaviour,
customer satisfaction and customer delight

7. **RECENT TRENDS IN MARKETING:**
- E-business,
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- M-business,
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Veer Narmad South Gujarat University, Surat
S.Y.B.Com.
Marketing Paper-2
( In Force From June 2018-19)

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  --Ecology sensitivity
- Word of mouth a stronger influence in adoption.

Barriers to Entry and Exit in the market.
-Govt. policy.
- Costs.
- Presence of strong brand.
- Customers
- Technology.
- Lack of credible competition.

3) WEB ADVERTISING: 10%
-- Importance & objectives of online advertising.
-- Types of online Advertising.
-- Challenges of online advertising.
-- New development in online advertising.
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