

**VEER NARMAD SOUTH GUJARAT UNIVERSITY**  
**S.Y.B.Com Sem IV**  
**BUSINESS ADMINISTRATION**  
**(INFORCE FROM -2018-2019)**

**OBJECTIVE OF THE COURSE:-**

1. To impart to the students the conceptual and procedural knowledge in the functional areas of marketing management.
2. To enable the students to understand concepts of marketing, pricing, product and product life cycle, marketing research and control .marketing environment.
3. To impart the knowledge of online marketing.
4. To develop the analytical and decision making abilities of the students through case studies.

**COURSE CONTENTS**

Marketing Management

1. **Concepts:** - Meaning of Market, Types of Market, Marketing and Marketing Management & scope of marketing management

**Concept of Marketing:** - Production concept, Selling Concept, Marketing Concept, and Social marketing concept. Concept of retail marketing .Traditional Retail marketing (Stores and without stores), Online Retail marketing, (meaning, elements, advantages and disadvantages,) [25%]

2. **Marketing Mix and marketing Environment** [30%]

Marketing Mix:- Meaning & its elements

Marketing Environment: - Meaning & factors of micro and macro environment.

Product:- concept of Product, Product life cycle, Product development, concept of Brand and its need.

Pricing: - Objectives and methods of pricing, Different pricing policies and factors affecting pricing policies.

Promotion: - Meaning, importance and elements of promotion mix.

3. **Market Segmentation:-**

[10%]

**Market Segmentation:** - Meaning and basis of Market segmentation and its advantages.

4. **Marketing Research:** - Meaning, objectives, importance, scope and process of Marketing Research. Meaning, Importance & Process of marketing control. [20%]

4. **Case Study**

[15%]

*Note:* Paper setter should consider syllabus and not any reference books or text books.

**Books of References**

1. Marketing Management - Philip Kotler.
2. Modern Marketing Management\*- R.S. Dawar.
3. Marketing Management - Sherlekar
4. Marketing Management: Baghvathi Pillai.
5. [www.slideshare.net/priyankashinde351/online-marketing-ppt](http://www.slideshare.net/priyankashinde351/online-marketing-ppt)
6. [www.slideshare.net/Ankitha2404/emarketing-ppt](http://www.slideshare.net/Ankitha2404/emarketing-ppt)
7. Frontiers of Electronic commerce-Ravi Kalakota, Andrew B. Whinston  
Published by Pearson Education Pte. Ltd.
8. [www.webopedia.com](http://www.webopedia.com)