VEER NARMAD SOUTH GUJARAT UNIVERSITY, SURAT
CLASS: SECOND YEAR B.COM SEM: 4
SUBJECT: BUSINESS ADMINISTRATION
COURSE TYPE: MAJOR – 4 CREDIT
EFFECTIVE FROM ACADEMIC YEAR 2024-25 ONWARDS

OBJECTIVES:

1. To give knowledge in the Functional Area of marketing management, its process and concepts.
2. To make the students aware about marketing environment, pricing, promotion, market demand.
3. To make the students aware about marketing segmentation and consumer behavior, modern marketing.
4. To enable students marketing research, marketing control and nonprofit marketing.
5. To impart knowledge of online marketing.
6. To develop analytical and decision making abilities of the students through case studies.

OUT COMES:

Student's capacity building as under,

1) Knowledge of concepts and process of marketing management.
2) Developed analytical research and decision making abilities according to market environment and situation like pricing, promotions, demand, quality and consumer behavior
3) Decision making while facing challenges of modern marketing

COURSE CONTENT:

Unit No.	Content	Weightage
1	Marketing Management: • Meaning of Market, Types of Market, Marketing & Marketing management & Scope of Marketing Management. • Concept of Marketing; Production concept, selling concept, marketing concept, social concept, product concept, • Traditional Retail marketing (Store and without store), Online Retail Marketing (meaning, Elements, Advantages & Disadvantages). • Modern Marketing: Meaning, Advantages & Disadvantages of Modern Marketing, Difference between Traditional Marketing and modern Marketing.	25
2	Marketing Mix & Marketing Environment: • Marketing Mix: Meaning Elements, 4P's and Dhaval Mehta's 8P's • Marketing Environment: Meaning, Factors of Micro and Macro Environment. • Product: Concept of Product, Product Life Cycle and Strategies, Product Development, Concept of Brand and Its Need.	25

	• Pricing: Objectives and Methods of Pricing, Different Pricing Policies and Factors Affecting Pricing Policies. • Promotion: Meaning, Importance and Elements of Promotion Mix. • Market Demand: Meaning, Factors Affecting, Marketing in Different Situation of Market Demand	
3	Market Segmentation and Consumer Behavior: Market Segmentation- Meaning and basis of Market segmentation and Its Advantages. Consumer Behavior - Factors influencing Consumers behavior, buying behavior Process.	10
4	Marketing Research and Control - Marketing Research- Meaning, objectives, Importance, Scope and process of marketing research, Marketing Control - Meaning, Importance & process.	15
5	Non Profit Marketing: Introduction, How Non-profit Marketing Differs, scope of Non-Profit marketing, Fundamentals of Marketing and its Application to Nonprofits, Applying the fundamentals to Nonprofits.	10
6	Case Study:	15

REFERENCES:

1. Marketing Management-Philip Kotler.
2. Modern Marketing Management – R.S. Dawar.
3. Marketing Management - Sherle Kar.
4. Marketing Management - Bhagvathi Pillai.
5. Frontiers of Electronic Commerce - Ravi Kalakota, Andrew & Whiston published by Pearson Education Pvt. Ltd.
6. Marketing Management - Pankaj Madam, Amit Mittal, Hemraj Verma.
7. Fundamentals of marketing - Stanton - Tata McGraw Hill.
8. Basics of Marketing Management – Dr. R.B. Rydani.
9. Modern Marketing – R.S.T.R. Pillai & Bagawathi.
10. Human Resource Development & Planning Management - Sudir Dawra
11. www.webopedia.com
12. www.techopedia.com