

SARDAR PATEL UNIVERSITY
Programme: BBA (General)
Semester: IV
Syllabus with effect from: November/December-2019

Title of Paper: Marketing Management-II

Paper Code: UM04CBBA22

Total Credit: 3

Unit	Description in detail	Weighting (%)
1	Buyer Behavior and Market Segmentation Introduction Model of Buyer Behavior, Scope of Buyer Behavior, Process of Buyer Behavior, Major influencing Factors, Bases of Market Segmentation, Segmentation Process	25 %
2	Consumerism Concept of Consumerism, History & Evolution of Consumerism, Causes of Consumerism, Consumer Protection Act, Consumer Movement	25 %
3	Service Marketing Introduction of Service Marketing, Characteristics of Service, Classification of Service, Service Marketing Mix, Introduction of Service Quality, Determinants of Service Quality, 4 P's of Service Marketing.	25 %
4	Social Marketing: Concept of Social Marketing, Benefits of Social Media Marketing (with reference to individual and company), Tools of social media. Direct Marketing: Major Channels of Direct Marketing & Types of Direct Marketing Channels Online marketing: Advantages and challenges of Online Marketing , Rules for online economy. Green Marketing: Meaning, Importance, Fundamentals For Effective Green Marketing, Problems.	25 %

Basic Text & Reference Books

- Marketing Management by Dr. C. B. Gupta. and Dr. Rajan Nair, Sultan Chand Publication, New Delhi.
- Marketing Management by Philip Kotler, Eastern Economy Edition, 10th Edition
- Marketing Management by Philip Kotler, K. L. Keller, A Koshy & M. Jha, Pearson Education Inc. 13th Edition.
- Marketing Management by S. A. Sherlekar, Himalaya Publication.
- Service Marketing by P. K. Gupta, Everest Publishing House
- Marketing of Services Strategies For Success, by Haresh V. Verma., Global Business Press
- Marketing Management by D. Datta and M. Datta, Vrinda Publication (P) Ltd., Delhi