

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Systems Management)
Semester: VI
Syllabus with effect from: DECEMBER 2013

Paper Code: UM06CBBS07	Total Credits: 3
Title Of Paper: Marketing Management - II	

Unit	Description in detail	Weightage (%)
1	Understanding the Marketing Environment and Competition: Concept of Indian Marketing Environment Macro Environmental Forces Recent Shifts of Marketing Management Competitive Forces And It's Strategies	25 %
2	Marketing Research: Concept of Marketing Research Scope of Marketing Research Marketing Research Process Research Design (Meaning and Major types only) Sampling Methods Steps and Contents Of Research Reports	25 %
3	Retailing Management: Concept of Retailing Functions Performed by Retailers Opportunities in Retailing Retail Management Decision Process	25 %
4	Web Marketing: Overview of Web Marketing Significance of Web Marketing Advertising Methods Advantages and Limitation of Internet Advertising compared to Traditional Medias	25 %

Basic Text & Reference Books:

- Marketing Management By, Kotler Philip K, Keller Kevin Lane, Jha Mithileshwar, Koshy Abraham, 13th Edition, And Prentice Hall Publication.
- Marketing Research, Beri C.G, 3rd Edition, Published By Tata McGraw-Hill Publishing Company Limited.
- Research Methodology, Methods and Techniques, Kothari R.C, Second Revised Edition, Published By New Age International Publishers.
- Retailing Management, Text & Cases By, Swapna Pradhan, 3rd Edition, Published By Tata McGraw-Hill Publications.
- Retailing Management By, Levy Michael, Weitz Barton A., Pandit Ajay , Sixth Edition, Published by Tata McGraw-Hill Publication.
- Electronic Commerce, A Managerial Perspective By Turban Efraim, Lee Jae, King David, Chung Michael H. Published By Pearson Education.

