

**SARDAR PATEL UNIVERSITY**  
**Programme: BBA (Information Technology Management)**  
**Semester: VI**  
**Syllabus with effect from: November/December-2013**

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| <b>Paper Code:UM06EBBI01</b>                             | <b>Total Credit:3</b> |
| <b>Title Of Paper: Practices of Marketing Management</b> |                       |

| <b>Unit</b> | <b>Description in detail</b>   | <b>Weighting (%)</b> |
|-------------|--|----------------------|
| <b>I</b>    | <b>Marketing Research</b><br>Introduction, Research Process, Research Design, Sampling methods, Data collection methods, Process of Data Analysis  | 25%                  |
| <b>II</b>   | <b>Consumerism</b><br>Meaning, History of Consumerism, Causes, Consumer Protection Act   | 25 %                 |
| <b>III</b>  | <b>Service Marketing</b><br>Meaning, Characteristics of Service, Nature of Classification of Services, Five Dimensions of Service, Strategies for Improving Services                       | 25 %                 |
| <b>IV</b>   | <b>Rural Marketing</b><br>Rural Marketing new Discipline, Concept and Scope, Nature of Rural market, Importance of Rural Marketing, Taxonomy of Rural market, Significance of rural market | 25 %                 |

**Basic Text & Reference Books:-**

- Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair Publication Sultan Chand & Sons, New Delhi
- Marketing Management by Shrinivasan and Radhaswami Publication Sultan Chand & Sons, New Delhi.
- Marketing Management by Philip Kotler
- Marketing Management by S.A.Sherlekar, Himalaya Publishing House
- Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
- Marketing Research by G.C. Beri, Publication TATA McGraw Hills

