

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. (Honours) Information Technology Management Program
Semester – IV
UM04EBBI06 Marketing Management-II
(w.e.f. November 2016)

Total Credits: 3
Total Marks: 100

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|---|------------|
| Unit 1 Marketing Research | 25% |
| Introduction, Research Process, Research Design, Sampling methods, Data collection methods, Process of Data Analysis | |
| Unit 2 Service Marketing & Consumerism | 25 |
| Meaning, Characteristics of Service, Nature of Classification of Services Meaning, Need and Consumer Protection Act. | |
| Unit 3 Conceptual Foundation of Advertising | 25 |
| Introduction, Objectives of Advertising, Importance of Advertising, 5 M's of Advertising: Mission, Money, Message, Media and Measurement (objectives of advertising, budget methods for advertising, stages in message generation, measurement techniques for advertisement) | |
| Unit 4 Advertising Layout | 25 |
| Types of Ad Copy, Components of Layout, Types of Appeals, Types of Ad Campaign, Copy Testing Methods(Pre and Post) | |

Evaluation: Internal: 40 Marks
External: 60 Marks (Two – Hours Examination)

Reference Books

1. Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications
2. Marketing Research by G.C. Beri, Publication TATA McGraw Hills
3. Marketing Management by Dr. C.B.Gupta and Dr. Raj an Nair Publication Sultan Chand & Sons, New Delhi
4. Advertising and Promotion by Kruti Shah & Alan D'Souza
5. Advertising Management by Manendra Mohan, Tata McGraw Hill,