

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar
B. B. A. Information Technology Management Program
Semester – IV
UM04DBBI22 Marketing Management-II
(w.e.f. November 2019)

Total Credits: 3
Total Marks: 100

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,