

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: I
Syllabus with effect from: June 2011

Paper Code: UB01ECOM06	Total Credit: 3
Title Of Paper: Principles of Marketing-II	

Unit	Description in detail	Weighting (%)
1	Promotion Decision Meaning, Elements of Promotion Advertising Decisions: Meaning, Functions, Objectives, Advertising Medias, Ad. Copy- 5Ms of Advertising Decisions [in brief, Introduction only] Public Relations & Publicity: Meaning, Concept Sales Promotion: Meaning-Concept-Types-Tools Personal Selling: Meaning-Concept-Types-Process.	
2	Market Segmentation, Targeting & Positioning: Market Segmentation: Meaning-Levels-Patterns & Procedure-Bases of Market Segmentation Market Targeting- Positioning: [Meaning-Process-Techniques- Differentiation Tools] – Strategic Marketing Planning: Meaning, Objectives, Scope & Process of Marketing Planning	
3	Consumer Behaviour: Meaning, factors affecting buyers Behaviour, buying decision process. Marketing Research: Meaning, Definition, Importance and process	
4	Marketing Of Services Marketing of Services: Meaning of Services- Concept of Services- Classification of Services- Importance of Services Marketing-Services Marketing Environment in India- Strategies for Marketing of Services (In Brief)	

Basic Text & Reference Books

- Kotler P, Kevin Keller & Jha., 2007, Marketing Management, Analysis, Planning, Implementation & Control, Prentice Hall, New Delhi.
- Kotler P, 2004, Understanding foundations of Marketing Management, Analysis, Planning, Implementation & Control, Prentice Hall, New Delhi.
- Ramaswamy V.S. & Namakumari. S., 2008. Marketing Management, Macmillan; Mumbai.
- Belch .G. E. & Belch M. A., 2007, Advertising & Promotion - An Integrated Marketing Communications Perspective., Tata McGraw Hill, New Delhi.
- Lancaster G. & Jobber D., 2004, Selling & Sales Management; Macmillan India Ltd; Mumbai

