

SARDAR PATEL UNIVERSITY
Programme: B.Com.
Semester: I
Syllabus with Effect From: June-2018

Paper Code: UB01DCOM26	Total Credit: 3
Title Of Paper: Principles of Marketing-II	

Objective: The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

Unit	Description of Detail	Weighting (%)
I	Promotion Decision Meaning, Elements of Promotion Advertising Decisions: Meaning, Functions, Objectives, Advertising Media, Ad. Copy-5 Ms of Advertising Decisions [in brief, Introduction only] Public Relations & Publicity: Meaning, Concept Sales Promotion: Meaning-Concept-Types-Tools Personal Selling: Meaning-Concept-Types-Process.	25%
II	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	25%
III	Consumer Behaviour: Meaning, factors affecting buyers Behaviour, buying decision process. Marketing Research: Meaning, Definition, Importance and process	25%
IV	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)	25%

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