

SARDAR PATEL UNIVERSITY

B.COM. (BUSINESS STUDIES) SEMESTER-I		
Course Code UB01DCOM76	Course Title Principles of Marketing - II	Total Credit 3
Course Objectives	The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.	

Course Description		
Unit	Description	Weightage
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.	25%
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	25%
3.	Consumer Behaviour: Meaning, factors affecting buyers Behaviour, buying decision process. Marketing Research : Meaning, Definition, Importance and process	25%
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)	25%

*Units will have the same Weightage in the evaluation as suggested in the course outline.

Teaching-Learning Methodology	<ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion
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Evaluation Pattern		
Sr.No.	Details of the Evaluation	Weightage
1.	Internal/Written Examination	15%
2.	Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance	15%
3.	University Examination	70%

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

Course Outcomes: Having Completed this course, the students will be able to	
1.	Get idea about Promotion Decision
2.	Learn about Market Segmentation, Targeting & Positioning
3.	Get insights about Consumer Behavior and Marketing of Services

Suggested References:	
Sr. No	References
1.	KotlerP, Kevin Keller & Jha., 2007, Marketing Management, Analysis, Planning, Implementation & Control, Prentice Hall, New Delhi.
2.	Kotler P, 2004, Understanding foundations of Marketing Management, Analysis, Planning, Implementation & Control, Prentice Hall, New Delhi.
3.	Ramaswamy V.S. & Namakumari.S., 2008. Marketing Management, Macmillan; Mumbai.
4.	Belch .G. E. & Belch M. A., 2007, Advertising & Promotion - An Integrated Marketing Communications Perspective., Tata McGraw Hill, New Delhi.
5.	Lancaster G. & Jobber D., 2004, Selling & Sales Management; Macmillan India Ltd; Mumbai
On-Line Resources available that can be used as Reference Material	
https://ugcmoocs.inflibnet.ac.in/view_module_ug.php/221	