

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: IV
Syllabus with effect from : NOVEMBER 2012

Paper Code: UB04CCOM19	Total Credit: 3
Title Of Paper: Marketing Management	

Unit	Description in detail	Weighting (%)
1	Introduction of marketing Management Concept, Nature and Scope of Marketing, Importance of marketing in Business and Indian Economy, Marketing Philosophies, marketing Mix	25 %
2	Marketing Environment Concept, Factors affecting Marketing Environment, Scope and Significance of Consumer Behavior and Bases of market segmentation	25 %
3	Product and Price Mix Product: Concept, Types, Product Life Cycle, New Product development Process, Functions of Packaging Price: Importance, Factors affecting Price, Policies and Strategies of Price	25 %
4	Promotion Mix Concept, Advertising Medias, Features of good Ad Copy, Process of Personal Selling , Qualities of a successful Salesman and Functions of Sales man.	25 %

Basic Text & Reference Books

- Marketing Management by Dr. C.B.Gupta and Dr. Rajan Nair Publication Sultan Chand & Sons, New Delhi
- Marketing Management by Shrinivasan and Radhaswami Publication Sultan Chand & Sons, New Delhi.
- Marketing Management by Philip Kotler
- Marketing Management by S.A.Sherlekar, Himalaya Publishing House
- Basics of Marketing Management by Dr. R.B. Rudani, S. Chand Publications

