

SARDAR PATEL UNIVERSITY
Programme: BCOM
Semester: VI
Syllabus with effect from: DECEMBER 2013

Course Code: UB06ECOM05	Total Credits: 3
Course Title: Computer Applications in Marketing	

Unit	Description in detail	Weightage (%)
1	E-Marketing: Introduction – The Emergence of E- Market, E- Market Environment Strategic Planning (SWOT Analysis & Strategic Objectives), Planning Process – Six Steps in E- Market Plan, Overview of Ethics & legal issues, An Overview of Global E- Market Issues	25 %
2	Management Information System: Introduction of MIS, Functions of MIS, Problems of MIS, Need of MIS, Role of MIS in Organization, Knowledge Requirement of MIS, Information and characteristics of Information, Techniques & Applications of MIS, IT & MIS	25 %
3	E- Customer Relationship Management (e CRM) Introduction – Different Levels of e-CRM, The Concept of Mobile CRM – Evolution of e- CRM, Difference between CRM & e- CRM, The need to Adopt e-CRM, Modules of CRM, Tools of e-CRM, Scope of e-CRM	25 %
4	Digital Marketing Introduction – The Dig Market Environment (Changes in Market World, what makes Digital Market different), The Strategic Digital Market Model, Stages in Digital Market Model (6 Steps), An Overview of various types of Digital Tools(brief), Digital Boom in the year 2020	25 %

Basic Text & Reference Books:

- Electronic commerce – A managerial Perspective by Efraim Turban, David king, Jea Lee & et al.
- E- Marketing by Judy Strauss & et al
- Management Information System – By T. Lucey
- Digital marketing by R Prasad
- Strategic Market in the Digital Age : BILL BISHOP.
- CRM (Customer Relationship Management) - Dr. K GovindaBhat (Himalaya Publishing House)

