

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

Course Code: UB06ECOM06	Total Credits: 3
Course Title: Current Trends in Marketing	

Unit	Description in detail	Weightage (%)
1	Viral Marketing: Viral Marketing: Concept and Basics, Principles, Benefits and Limitations.	25 %
2	Marketing through social media: Social Marketing: Meaning, Social Marketing Beginnings, Social Marketing and Social change Tools, Difference between Commercial and Social Marketing. Mobile Marketing: Meaning, Usage of Mobile Technology, Code of Conduct, M-Marketing Process.	25 %
3	Agricultural Marketing: Definition, Stages of Growth of Indian Agriculture. Marketing of Agricultural Products, Classification of Agricultural markets, Methods of Sale. New Trends in Indian Agriculture: APEDA, NAFED.	25 %
4	Guerilla Marketing: Meaning, Concept, Traditional marketing V/S Guerilla marketing, Need, Sixteen Monumental Approach.	25 %

Basic Text & Reference Books:

- Principles and Practices of social marketing – Rob.
- Mobile Marketing.
- Essentials of Healthcare Marketing – Eric N. Berkowit.
- Health care marketing – G Krishna Mohan, C N Krishna Naik, Discovery Publishing House.
- Guerilla Marketing – Jay Lourad Levinson.

