

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: VI**  
**Syllabus with effect from: DECEMBER 2020**

<b>Course Code:</b> UB06DCOM25	<b>Total Credits: 3</b>
<b>Course Title:</b> Computer Applications in Marketing	

Unit	Description in detail	Weightage (%)
<b>1</b>	<b>E-Marketing:</b> Introduction – The Emergence of E- Market, E- Marke t 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	<b>25 %</b>
<b>2</b>	<b>Management Information System:</b> 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	<b>25 %</b>
<b>3</b>	<b>E- Customer Relationship Management (e CRM)</b> Introduction – Different Levels of e-CRM, The Conce pt 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	<b>25 %</b>
<b>4</b>	<b>Digital Marketing</b> 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	<b>25 %</b>

**Basic Text & Reference Books:**

Electronic commerce – A managerial Perspective by E fraim 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)

