

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

<b>Course Code:</b> UB06DCOM26	<b>Total Credits: 3</b>
<b>Course Title:</b> Current Trends in Marketing	

Unit	Description in detail	Weightage (%)
1	<b>Viral Marketing:</b> Viral Marketing: Concept and Basics, Principles, Benefits and Limitations.	25 %
2	<b>Marketing through social media:</b> <b>Social Marketing:</b> Meaning, Social Marketing Beginnings, Social Marketing and Social change Tools, Difference between Commercial and Social Marketing. <b>Mobile Marketing:</b> Meaning, Usage of Mobile Technology, Code of Conduct, M-Marketing Process.	25 %
3	<b>Agricultural Marketing:</b> 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	<b>Guerilla Marketing:</b> 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. Berkow it.
- Health care marketing – G Krishna Mohan, C N Krishna a Naik, Discovery Publishing House.
- Guerilla Marketing – Jay Lourad Levinson.

