

SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.11))
Programme: B.COM Semester: VI
Syllabus with effect from the Academic Year:

| B.COM. SEMESTER-VI | | |
|---------------------------|---|---------------------|
| Paper Code | Title of the Paper | Total Credit |
| UB06DCOM75 | Computer Applications in Marketing | 3 |

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| Course Objectives | To impart knowledge in the subject area of Computer Applications in Marketing |
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| Course Description | | |
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| Unit | Description | 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% |

*Units will have the same Weightage in the evaluation as suggested in the course outline.

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| Teaching-Learning Methodology | <ul style="list-style-type: none"> • Lecture Method • Online Lectures • Group Discussion • Practical Problem Solving |
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| Evaluation Pattern | | |
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| Sr.No. | Details of the Evaluation | Weightage |
| 1. | Internal/Written Examination | 15% |
| 2. | Internal Continuous Assessment in the form of Practical , Viva-Voce, Quizzes, Seminars, Assignments, Attendance | 15% |
| 3. | University Examination | 70% |

* Students will have to score a minimum of 40 (Forty) Percent to pass the course.

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| Course Outcomes: Having Completed this course, the students will be able to |
| <p>Following points will be learned by students by successfully completing the course:</p> <ul style="list-style-type: none"> • Emergence of e-market • SWOT analysis of strategic planning • Ethics and legal issues in e-market • Management Information system • Problems, roles in MIS |

- Uses of MIS in business
- Evolution of e- customer relationship management
- Levels and modules in e-CRM
- Tools in e-CRM
- Stages in digital market
- Environment of digi market
- Types of digital tools used in digital market.

Suggested References: (include Reference Material from where a student is expected to study the said content in APA Style) Reference Websites can also be included)

| Sr. No | References |
|--------|---|
| 1. | Electronic commerce – A managerial Perspective by E fraim Turban, David king, Jea Lee & et al |
| 2. | E- Marketing by Judy Strauss & et al |
| 3. | Management Information System – By T. Lucey |
| 4. | Digital marketing by R Prasad |
| 5. | Strategic Market in the Digital Age : BILL BISHOP |
| 6. | CRM (Customer Relationship Management) - Dr. K GovindaBhat (Himalaya Publishing House) |

On-Line Resources available that can be used as Reference Material