

**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>B.COM. SEMESTER-VI</b>		
<b>Paper Code</b>	<b>Title of the Paper</b>	<b>Total Credit</b>
<b>UB06DCOM76</b>	Current Trends in Marketing	<b>3</b>

<b>Course Objectives</b>	To make students familiar with Current Trends in Marketing
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<b>Course Description</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage</b>
<b>1.</b>	<b>Viral Marketing:</b> Viral Marketing: Concept and Basics, Principles, Benefits and Limitations.	<b>25%</b>
<b>2.</b>	<b>Marketing through social media:</b> 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.	<b>25%</b>
<b>3.</b>	<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.	<b>25%</b>
<b>4.</b>	<b>Guerilla Marketing:</b> Meaning, Concept, Traditional marketing V/S Guerilla marketing, Need, Sixteen Monumental Approach.	<b>25%</b>

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

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

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

<b>Course Outcomes: Having Completed this course, the students will be able to</b>
<p>Following points will be learned by students by successfully completing the course:</p> <ul style="list-style-type: none"> <li>Principles and basics of viral marketing</li> <li>Benefits and limitation of viral marketing</li> <li>Impact of social marketing</li> <li>Difference between social and commercial marketing.</li> <li>Stages of growth on agricultural marketing.</li> <li>Marketing of Agricultural Products,</li> <li>Classification of Agricultural markets</li> <li>New trends in Agricultural markets</li> <li>Guerilla Marketing and its types</li> <li>Traditional marketing V/S Guerilla marketing</li> <li>Sixteen Monumental Approach</li> </ul>

**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)**

<b>Sr. No</b>	<b>References</b>
<b>1.</b>	Principles and Practices of social marketing – Rob. Mobile Marketing.
<b>2.</b>	Essentials of Healthcare Marketing – Eric N. Berkow it.
<b>3.</b>	Health care marketing – G Krishna Mohan, C N Krishn a Naik, Discovery Publishing

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