

**SARDAR PATEL UNIVERSITY**  
**Programme: BCOM**  
**Semester: III**  
**Syllabus with effect from : JUNE 2012**

<b>Paper Code:</b> UB03ECOM10	<b>Total Credit: 3</b>
<b>Title Of Paper:</b> BM-VI (Marketing Management-II)	

Unit	Description in detail	Weighting (%)
<b>1</b>	<p><b>UNDERSTANDING THE MARKETING PROCESS:</b>            The core concepts of Marketing-Needs, Wants &amp; Demands, Products, Value &amp; Satisfaction, Exchange &amp; Transactions, Markets, Marketing &amp; Marketers, Marketing Management;            Company Orientation towards the Market Place- The Production concept, The Product concept, The Selling concept, The Marketing, The Societal Marketing concept;            The Marketing Mix;            The Marketing Environment: Mega Environmental factors-Demographic environment, Socio-cultural environment, Political environment, Natural environment, Technological environment, Legal environment/ Business Legislation; Environmental factors specific to Business- Market/Demand, The Customer, Industry &amp; Competition, Government policies, Supplier.</p>	<b>25 %</b>
<b>2</b>	<p><b>CONSUMER BEHAVIOUR, MARKET SEGMENTATION &amp; TARGETING:</b>            Buyer Behaviour: Major factors influencing consumer behaviour, The Buying Decision Process;            Market Segmentation: Bases of segmenting Consumer Markets, Bases of segmenting Industrial Markets;            Market Targeting: Evaluating the Market segments, distinguishing among possible Market coverage strategies, Choosing a coverage strategies.</p>	<b>25 %</b>
<b>3</b>	<p><b>PRODUCT AND PLACE (DISTRIBUTION) DECISIONS:</b>            Product: Concept, Classification of Products, Product Mix, Product Line, New Product Development Process, Product Life Cycle, Brand &amp; Packaging.            Place/ Distribution</p>	<b>25 %</b>
<b>4</b>	<p><b>PRICING AND PROMOTION DECISIONS:</b>            Pricing: Objectives, Significance, Factors influencing Pricing, Pricing Methods/ Strategies.            Promotion: Meaning &amp; Importance of Marketing Communications, The Marketing Communication Mix.</p>	<b>25 %</b>

**Basic Text & Reference Books**

- Salesmanship and Advertising- R.C.Agrawal
- Salesmanship and Publicity- J.S.K.Patel.
- Marketing Management- R.C.Agrawal
- Promotion Management- S.A.Chunawala.
- Entrepreneurship Development in India- C B Gupta & N P Srinivasan

