

SARDAR PATEL UNIVERSITY
Programme: B.Com (Honours) (3 Years)
Specialization in International Accounting and Corporate Banking & Insurance
Semester: IV
Syllabus with effect from: December 2016

Paper Code:	UB04CCOH01	Total Credit: 3
Subject Title:	Marketing Management	

Unit	Description in Detail	Weightage (%)
I	Introduction to Marketing Management <ul style="list-style-type: none"> • Concept, Nature and Scope of Marketing • Importance of Marketing • Core Marketing Concepts • Marketing Mix: Four P's of Product Marketing & Seven P's of Service Marketing 	25%
II	Market Segmentation, Targeting and Positioning <ul style="list-style-type: none"> • Market Segmentation: Meaning & bases of Segmentation • Market Targeting: Evaluating and Selecting Market Segments • Market Positioning: Meaning and Positioning Strategies 	25%
III	Product and Promotion (Marketing Communications) Mix <ul style="list-style-type: none"> • Concept of Product & Product Life Cycle • New Product Development Process • Concept of Marketing Communications Mix • Deciding on Advertising Medias 	25%
IV	Recent Trends in Marketing <ul style="list-style-type: none"> • Direct Marketing • Online Marketing • Relationship Marketing • Green Marketing 	25%

Basic Text & Reference Books:

- Marketing Management by Philip Kotler
- Marketing Management by C.B.Gupta & N.Rajan Nair
- Marketing Management by S. A. Sherlekar
- Marketing Management by Arun Kumar & N. Meenak