

**SARDAR PATEL UNIVERSITY**  
**B. Com. (Honours) (3 Years)**  
**Specialization in International Accounting and Corporate Banking & Insurance**  
**(Under Choice Based Credit System Based on UGC Guidelines)**

**Semester: IV**

**Syllabus with effect from: November / December -2019**

<b>Paper Code: UB04CCOH21</b>	<b>Total Credits:03</b>
<b>Title of Paper: Marketing Management</b>	

**Objective:** Being one of the most important areas in any organization, every student of Commerce and Management is required to learn basics of Marketing. The very purpose of introducing this subject in undergraduate level is to make fundamental concepts of Marketing clear amongst the students.

Unit No.	Description in Detail	Weightage
1	<b>Introduction to Marketing Management</b> <ul style="list-style-type: none"> <li>• Concept, Nature and Scope of Marketing</li> <li>• Importance of Marketing</li> <li>• Core Marketing Concepts</li> <li>• Marketing Mix: Four P's of Product Marketing &amp; Seven P's of Service Marketing</li> </ul>	25%
2	<b>Market Segmentation, Targeting and Positioning</b> <ul style="list-style-type: none"> <li>• Market Segmentation: Meaning &amp; bases of Segmentation</li> <li>• Market Targeting: Evaluating and Selecting Market Segments</li> <li>• Market Positioning: Meaning and Positioning Strategies</li> </ul>	25%
3	<b>Product and Promotion (Marketing Communications) Mix</b> <ul style="list-style-type: none"> <li>• Concept of Product &amp; Product Life Cycle</li> <li>• New Product Development Process</li> <li>• Concept of Marketing Communications Mix</li> <li>• Deciding on Advertising Medias</li> </ul>	25%
4	<b>Recent Trends in Marketing</b> <ul style="list-style-type: none"> <li>• Direct Marketing</li> <li>• Online Marketing</li> <li>• Relationship Marketing</li> <li>• Green Marketing</li> </ul>	25%

❖ **Evaluation:**

- Internal: 40 Marks (Theory):
- External: 60 Marks (Theory) – Two Hours Examination

❖ **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