

SARDAR PATEL UNIVERSITY

Programme: B.Sc (Home Science)

Semester: VI

(Human Development)

Syllabus with effect from: November/December-2013

Objectives:

- To get acquainted with the basic concepts of market and marketing.
- To familiarize the students about product development.
- To make the students aware about different business organization.
- To acquainted students with pricing policies and strategies.

Paper Code:UH06EFRM01	Total Credit: 2
Title Of Paper: Marketing	

Unit	Description in detail	Weighting (%)
I	Concept of Marketing Definition of marketing and marketing management. Concepts of market-place, area and demand. Types of market. Market Segmentation: Definition and basis. Organization and function of organization Sole Proprietorship and Partnership. Characteristics of ideal form of organization. Sole Proprietorship merits & limitations. Features of partnership merits & demerits. Ideal partnership. Partnership Deed, Registration of firm, rights of partner.	25%
II	The Product Classification of consumer products. The product life cycle. The adoption & diffusion process. New product development.	15%
III	Pricing Definition and importance of pricing. Pricing objectives. Price determining process. Factors influencing price decisions. Pricing policies and strategies.	25%
IV	Distribution Marketing channels. Direct and Indirect. Choice of distribution channel. Types of distribution systems. Physical distribution, warehousing and transportation.	20%
V	Promotion Sales Promotion: Definition and techniques. Personal Selling: Definition, Kinds of salesman, qualities of successive salesman, types of training.	15%



Basic Text & Reference Books

- Kotler Philip(2003) “Marketing management Pearson Education” Pvt Ltd, Delhi.
- Sharlekar S(1995) Marketing Management Himalaya pub.house , Bombay.
- Schoell F(1985) Marketing Allyn and Bacon Inc, London.
- Sarkar M (2000) Marketing Management Crest Pub House, New Delhi.
- Rajgopal (2000) Marketing Concepts and Cases, New age International(P) Ltd pub, New Delhi.
- Fundamentals of business organization & management (Y.K.Bhushan).

