

SARDAR PATEL UNIVERSITY
Programme: Bachelor of Vocation (Export and Import Management)
Semester: I
Syllabus with effect from: June 2015

Paper Code: UB01CBVE02	Total Credits: 5
Title Of Paper: Marketing Management	

Unit	Description in detail	Weightage (%)
1	Introduction: Meaning Definition, Core – Concept Philosophies or Orientation of Marketing management, Scope, Importance, Process Selling & Marketing Mix	25%
2	Product & Pricing: Product: Concept Product Mix, Product Life Cycle , New Product Development Pricing : Objectives , Strategies & Policies	25%
3	Distribution & Promotion: Distribution: Types and Factors Affecting Promotion: Promotion Tool: Advertising, Sales Promotion , Personal Selling , Publicity, Direct Marketing	25%
4	Consumer Behavior & Market Segmentation: Consumer Behavior: Factors Affecting Consumer behavior and Process Market Segmentation: Factors Affecting Marketing Segmentation	25%

Basic Text & Reference Books:

- Marketing management by Philip Kotler
- Fundamentals of Marketing by Stanton, Etzel & Walker
- E-Commerce by S. Jaiswal
- Case studies in Marketing by Dr Srinivasan

