

**SARDAR PATEL UNIVERSITY**  
**M.COM. (CBCS)**  
**SEMESTER: IV**  
**(WEF: DECEMBER – 2014)**

<b>Course Code</b> : PB04CCOM02	<b>Credit: 05</b>
<b>Title of Course:</b> Marketing Management	

Unit	Description in detail	Weighting (%)
<b>1</b>	<b>MARKETING SYSTEM- TASKS AND PHILOSOPHIES</b> Marketing management concepts Nature and scope of marketing Types of markets Marketing – An exchange process Marketing organizations- Tasks and environment Marketing process	<b>25%</b>
<b>2</b>	<b>STRATEGIC MARKETING PROCESS</b> Organizational growth strategy Market expansion choices Company portfolio plan and analysis Target market selection Positioning strategies The marketing mix	<b>25%</b>
<b>3</b>	<b>MARKETING OF SERVICES</b> The concept of service Reasons for growth of service sector Characteristics of services Classification of services Elements of marketing in service marketing: 7Ps of marketing mix Customer participation in the process The role of technology in improvement of service quality	<b>25%</b>
<b>4</b>	<b>ONLINE MARKETING</b> Definition of internet Advantages of online marketing Understanding internet consumers Internet and marketing research and its limitations Online advertising (concept, advantages and disadvantages) The internet and India E- commerce opportunities for industries	<b>25%</b>

**Basic Text & Reference Books**

- Biplab S. Bose, Marketing Management, Himalaya publication.
- Kotler Philip, Marketing Management: Analysis, Planning, Implementation and Control, Prentice Hall of India Private Ltd., New Delhi.
- Sherlekar S. A., Marketing Management, Himalaya Publishing House, Bombay – 400004.