

**SARDAR PATEL UNIVERSITY**  
**M. COM. EXTERNAL FINAL**  
**(OPTIONAL)**  
**NEW 2016**  
**MARKETING MANAGEMENT**

**TITLE OF THE PAPER / COURSE**

PAPER: I RURAL MARKETING  
PAPER: II SERVICE MARKETING  
PAPER: III INTEGRATED MARKETING COMMUNICATION  
PAPER: IV CONSUMER BEHAVIOUR

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COURSE TITLE: RURAL MARKETING: PAPER: I

**Note: All units carry equal weightage.**

**Objective: To educate students about basic aspects and issues of most promising and developing rural marketing**

**UNIT 1: Rural Marketing – Overview and Scenario**

- Definition
- Rural Market Environment
- Rural Population
- Infrastructure facility
- Distinction between rural and urban society
- Rural requirements

**UNIT 2: Problems in Rural Marketing**

- Underdeveloped people
- Underdeveloped market
- Media for rural communication
- Low per Capita income
- Storage and transportation
- Product positioning

**UNIT 3: Markets and Market Structure**

- Components of market

- Significance of marketing in society
- Classification of markets
- Growth of market
- Factors affecting market growth rate
- Components of market structure

**UNIT 4: Risk Management and Futures Market in Rural Marketing**

- Types of risks and coverage
- Self insurance
- Price regulation
- Risk sharing
- The futures market
- Hedging and risk management

**UNIT 5: Marketing of Farm Products**

- Marketing functions
- Components of marketing function
- Packaging
- Advantages of packing
- Types of material for packing

**UNIT 6: Food Processing**

- Classification of food products
- Food processing
- Product strategies
- Processing strategies
- Distribution strategies
- Promotion strategies

**UNIT 7: Rural Marketing Strategies**

- Rural Market segmentation
- Targeting
- Selection of Segments
- Product strategies
- Pricing Strategies
- Distribution Strategies
- Promotion Strategies

**UNIT 8: Agricultural Marketing**

- Introduction – Concept and Definition
- Objectives of Agricultural marketing
- Scope of Agricultural marketing
- Challenges of Agricultural marketing

**References**

**Books**

1. Badi R.V. and Badi N. V., *Rural Marketing*, Himalaya Publishing House
2. Arora, R C. *Intergrated Rural Development*. 1979, Scharnd, New Delhi
3. Desai Vasat,. *Rural Development*. 1988, Himalaya, Bomabay
4. Mishar S.N., *Politics and Society in Rural India*. 1980, Delhi
5. Porter, Michael, *E.Competitive Strategy*. 1980. Free Press, New York
6. Rudra Ashok, *Indain Agricultural Economics*. Myths and Realities. 1982 Allied , New Delhi
7. Stalk George., *Competing Against Time*. 1990, Free Press, New Delhi.

**Journal**

1. Indian Journal of Marketing Management, New Delhi.

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COURSE TITLE: SERVICE MARKETING: PAPER: II

**Note: All units carry equal weightage.**

**Objective: to orient students regarding basic principles and practices of service Marketing**

**UNIT 1: Fundamental Concept in service Marketing**

- Meaning – Goods and services
- Components of service
- Characteristics of Services
- Classification of Services
- Tracking Customer behavior

**UNIT 2: Designing suitable Product and Price Mix**

- Service Marketing Mix
- Product Decisions in Service Marketing
- New service Development
- Pricing the service Products
- Pricing Techniques

**UNIT 3: Managing Demand and Supply of Services**

- Pattern and determinants of demand
- Strategies for managing demand
- Managing capacity
- Inventorying demand through reservation
- Impact of crowding

**UNIT 4: Designing service Promotion and distribution Mix**

- Service Promotion
- Distribution Method For services
- Factors Considered For Selection
- Corporate Image Management
- Building service Brand

**UNIT 5: Service Process**

- Designing service process
- Service design option
- Service process planning
- Service blueprint
- Process layout
- Application of technology to service activities

**UNIT 6: Managing of Financial and Insurance Services**

- Major characteristics of financial product
- Financial marketing strategy
- Marketing mix for the financial services
- Financial regulatory mechanism
- Insurance services

**UNIT 7: Service marketing practices**

- (Marketing of Hospitality Travel and Tourism products)
- Hospitality Products
  - Tourism Promotion

- Evolving an Integrated Tourism Development strategy
- Emerging Strategies for Hospitality Industry
- Service Delivery

**UNIT 8: Globalization of Services**

- Challenges to global service marketers
- Successful global service marketing
- Typical international services
- Launching of services in the international market
- Strategic implications of international services marketing
- Globalization and corporate culture

**References**

**Books**

1. S. Shajahan, *Service Marketing-Concept, Practices and Cases from Indian Environment*, Himalaya Publishing House
2. Lovelock, Christopher H. *Managing Services: Marketing Operations and Human Resources*; Englewood Cliffs. New Jersey, PHI.
3. Lovelock, Christopher H. *Services Marketing*. Englewood Cliffs, New Jersey, Prentice Hall Inc.
4. McDonald, Malcom and Payne, A. *Marketing Planning for Services*. Butterworth Heinemann
5. Verma, H.V. *Marketing of Services*. New Delhi, Global Business Press, 1993.

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COURSE TITLE: INTEGRATED MARKETING COMMUNICATION: PAPER: III

**Note: All units carry equal weightage.**

**Objective: To impart the basic knowledge of marketing communication and advertising to students.**

**UNIT 1: Designing and Managing Integrated Marketing Communications**

- What is Integrated Marketing Communications?
- Participants in Integrated Marketing Communications
- A View of the Marketing Communication Process
- Developing Effective Marketing Communications

**UNIT 2: Facts of Integrated Marketing Communication**

- Contents of marketing communication
- Marketing communications-A vital function
- Factors influencing consumer behavior
- Role of opinion leader

**UNIT 3: Communication Diffusion Process**

- Perception process of communication
- Principles of perception

- Interpretation process
- Learning process
- Diffusion process of communication
- Diffusion models

**UNIT 4: Advertising Budget**

- Steps in preparing advertising budget
- Advertising appropriation (concept)
- Factors influencing appropriation
- Determinants of allocating advertising budget
- Evaluating advertising effectiveness

**UNIT 5: Advertising Agency**

- Kinds of AD agency
- Functions of AD agency
- The agency client relationship
- Criteria for selecting AD agency
- Role of advertising agency in the 21<sup>st</sup> century

**UNIT 6: An Introduction to Advertising**

- Meaning and Definition of advertising
- Advertising through the ages” Origins & growth of modern advertising
- Evolution of Indian advertising
- Types of advertising
- Advertising and Personal Selling
- Advertising and Sales Promotion
- Advertising and Publicity
- Advertising and Public Relations

**UNIT 7: Fundamentals of Advertising (Advertising and Marketing Aspects)**

- Advertising and Market Segmentation
- Advertising and Products
- Product Positioning
- Trade Marks and Brand Names
- Product Life Cycle
- Packaging
- Branding
- (Brand Image – Brand Personality – Brand Equity)
- Advertising and Price
- Advertising and channels of Distribution
- Advertising in the Promotion Mix

**UNIT 8: Message Design and Media Planning**

- Message Design, Positioning and Message Presentation
- Advertising Message Structure, Message Format and Development
- What is ad copy and different types of copy
- Types of Advertising Appeals and Creativity in communication

- Components of Advertising Layout
- Ad Copy for Print Media, Radio, TV and Outdoor Advertising
- Types of Media, Media Planning
- Media selection and scheduling
- Pre-Publication and Post Publication Methods for Evaluating Advertising Effectiveness

## **References**

### **Books**

1. Chunawalla S. A. and Sethia K. C., *Foundations of Advertising Theory and Practice*, 4<sup>th</sup> edition 1997, Himalaya Publishing House, Mumbai
2. Semenik Richard J., *Promotion and Integrated Marketing Communication*, Thomson – South-Western publishing
3. Kotler Philip, *Marketing Management*, Prentice Hall of India Pvt. Ltd., New Delhi
4. Dr. Niraj Kumar, *Integrated Marketing Communication*, Himalaya Publishing House, Mumbai, 2011

### **Journals**

1. Indian Journal of Marketing Management, New Delhi
2. 4 Ps, Plan Media Publication

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COURSE TITLE: CONSUMER BEHAVIOUR: PAPER: IV

**Note: All units carry equal weightage.**

**Objective:** The Course helps the students to know the various types of consumer behaviour and attitude and the influencing factors.

**UNIT 1: Consumer Behaviour & Market segmentation**

- Concept of Consumer Behaviour
- What is Market Segmentation?
- Market Segmentation and Product Differentiation
- Benefits of Market Segmentation
- Cost of Market Segmentation
- Requisites of Sound Marketing Segmentation

**UNIT 2: Consumer Needs and Motivation**

- What is Motivation?
- Motivation Process
- Consumer Needs and Diversity of Need System
- Classification of Needs
- The Dynamic Nature of Motivation

**UNIT 3: Consumer-Learning**

- Defining Learning
- Elements of Learning Process
- Types of Learning Process

- Consumer Memory
- Instrumental Conditioning

**UNIT 4: Personality and Lifestyle Influence**

- Meaning of Lifestyle
- Changing Lifestyle Trends of Indian Consumer
- Personality ( Concept)
- Theories of Personality
- Personality Influence and Consumer Behaviour
- Self Image

**UNIT 5: Consumer Attitudes and Consumer Behaviour**

- Concept of Attitude
- Characteristics of an attitude
- Functions of Attitude
- Sources of Attitude Development
- Structure of Attitude and Structural Models

**UNIT 6: Group Influences on Consumer Behavior**

- Reference Group Influences
- Family Buying Influences
- Family Lifecycle Buying Influences
- Socio-Cultural Influences

**UNIT 7: Consumer Satisfaction and Consumer Behaviour**

- Concept
- Factors Influencing Customer Satisfaction
- Measurement of Customer Satisfaction
- Types of Information and Feed-back Methods of Measurement
- Measures of Customer Satisfaction
- Sources of Customer Dissatisfaction
- Ways of Enhancing Satisfaction

**UNIT 8: Consumer Decision Making**

- Meaning of Decision Making
- Different Views of Consumer Decision Making
- Buying Motives
- Types of Decision Making Process in Buying
- Consumer information Processing

**References (For Consumer Behaviour)**

**Books**

1. Vyas Shyam Babu, *Consumer Behaviour*.
2. Sontakki C.N. : *Consumer Behaviour*.
3. Schiffman and Leslie Azar Kanuk, *Consumer Behaviour*, Prentice Hall of India Pvt. Ltd., New Delhi.
4. Loudon D. L. and Della Bitta A. J., *Consumer Behaviour – Concepts and Applications*, 1984, McGraw Hill.
5. Suja R. Nair., *Consumer Behaviour In Indian Perspective*, Himalaya Publishing House. Mumbai.

**Journals**

1. Indian Journal of Marketing Management, New Delhi.
2. Marketing Master Mind, ICFAI Publication.