GUJARAT UNIVERSITY
SYLLABUS FOR S.Y B.Com
SEMESTER III

Core Elective: Advanced Business Management.
Course Title: Advanced Marketing Management.
Course Code: CE 202 C

Objective:
To help students to understand the concept of marketing and its applications. Also to expose the students to the latest trends in marketing

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Unit I

Introduction to Marketing
- Development of Marketing as a Concept or Idea.
- Marketing Concepts.
- Functions of Marketing.
- Importance of Marketing.
- Difference between Marketing & Selling.

- Process of Marketing Management.
- Nature and Contents of a Marketing Plan.

Unit II

Market Segmentation
- The concept of Market Segmentation.
- Importance of Segmentation.
- Bases for segmentation.

Marketing Research.
- Definition and Purpose of Marketing Research.
- Scope of Marketing Research.
- Marketing Research Procedure.
- Ethical Issues in Marketing Research.
Unit III

Marketing of Services

- The concept of service.
- Reasons for the growth of the service sector.
- Characteristics of services.
- Difference between Marketing of Services and Marketing of Products.

Consumer Behavior

- Importance of consumer behavior for markets.
- Types of consumer.
- Factor influencing consumer behavior.

Product and Product Policies

- Meaning of a Product.
- Product life cycle.
- Overview of Branding.
- Packaging and Labeling.

Unit IV

Pricing Policies

- Pricing methods.
- Objective of pricing policy.

Advertising Management

- Advertising Management.
- Objectives, Advantages, Disadvantages of Advertising.
- Medias of Advertising.
- Publicity.
- Public Relations.

Sales Promotion

- Sales promotions objectives.
- Sales promotions methods.

Text Books:

1) Marketing Management: By Varshney & Gupta.
2) Marketing Management: By Philip Kotler.

Reference Book:

1) Marketing Management: By Rajan Saxena
2) Marketing in India: By S. Neelamegham.