

**GUJARAT UNIVERSITY
SYLLABUS FOR S.Y. B.COM.**

SEMESTER –III

CORE ELECTIVE MARKETING

CE – 201 - H: ADVERTISING AND SALES PROMOTION

Objectives:

To acquaint the students with concepts and techniques in the application for developing and designing an effective Advertising and Sales Promotional Program

Unit-I

Introduction to Advertising Management, Integrated Marketing Communications, Setting Goals and Objectives, How advertising works: Segmentation and Positioning.

Unit-II

Message Strategy: Attention and comprehension, Associating Feelings with the Brand, Brand Equity, Image and Personality and Group Influence and word of mouth advertising.

Unit-III

Message Tactics: Creative Approaches, The Art of copy testing and Diagnoses, Production and Implementation, Media Strategy and Tactics, Legal, Ethical and Social concerns of Advertising.

Unit-IV

Consumer Promotions and Trade Promotions – Their purpose and types How to plan and evaluate a successful promotion, The relationship between advertising and promotions, Introduction to Global Marketing, Advertising and sales promotion.

Reference:

1. Advertising Management – Concepts and Cases, Manendra Mohan (Tata McGraw Hill)
2. Sales Promotion and Advertising Management (6thEd.)Himalaya Publishing House
3. Advertising Excellence by Bovee, Thill, Dovel and Wood (McGraw Hill)
4. Advertising Management – Shelekar, Victor & Nirmala Prasad (Himalaya Publishing House)
5. Foundations of Advertising – Theory & Practice – S.A. Chunawala
6. Brand Positioning – Subroto Sengupta, Tata McGraw Hill
7. Cases in Marketing Management – M.L. Bhasin, Excell Books
8. Sales & Distribution Management (Units 12-16 for Sales Promotion) F.L. Lobo, Global Business Press
9. Successful Sales Promotion – Choudhry, Elliot & Toop, Orient Longman
10. Advertising Management by Batra, Myers and Aakar(5th Ed.) PHI
11. Promotion Management by S.A. Chunawalla (2nd Ed.) Himalaya

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SEMESTER -III

CE – 202 - H: AGRICULTURAL MARKETING

Objectives:

To provide a theoretical foundation for use in the analysis of Agricultural Economic problems, esp. in the marketing. Emphasis has to be placed upon recognition of agricultural problems and solving them through relevant agricultural policies

Unit-I

Introduction to Agriculture Marketing – Definition, Scope, Concept and Objectives, Differences in Agricultural and Consumer Marketing, Constraints in Agricultural marketing. Role of Agriculture in Economic Development of India –Role of Government in Agricultural Development.

Unit-II

Marketing of agricultural produce - marketing structure - regulated and organized markets - cooperative marketing bodies, Emerging Branches- Non Conventional forms of Agribusiness – Export potential for farm products -Supporting Services, Cooperative Marketing –concept, History, Functions – Advantages & Limitations of Organized retailing in Agri Inputs and Outputs.

Unit-III

SCM In Agri Business i.e. Cold Chains, Organized procurement & warehousing, Innovative Distribution Channels like ITC E-choupal, Godrej Adhar, HUL Shakti Legal and Regulatory framework of Agricultural Marketing, Key. Agricultural Marketing Organizations, Market Information, Marketing Extension

Unit-IV

Exim of Agricultural Commodities - Export potential for agri-products, Major of Government and Non-Govt. Agencies in the development of Rural and Agricultural, Sector Marketing Strategies for Seed; Fertilizers; Pesticides; Farm equipment.

Reference:

1. Agricultural Marketing in India – S. S.Acharya and N.L.Agarwal - Oxford & IBH Publishing Co Pvt Ltd., Calcutta
2. Agribusiness Management in India –Text & Cases - Dr. Subhash Bhawe
3. Agriculture problems in India – Mamoria, C.B. & Badri Vishal, Kitab Mahal
4. Organizing Rural Business – Rajgopal, SAGE Publishing