

**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

Unit	Weight-age
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

**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.

**Marketing Management Process.**

- 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.