

**Shri Govind Guru University**  
**( Established vide Gujarat Act. No. 24/2015 )**

**Programme : B. Com.**

**Semester : II**

**Syllabus with effective from : December – 2016**

<b>Paper Code</b>	<b>:</b>	<b>Core compulsory (C C) no.</b>
<b>Title of Paper</b>	<b>:</b>	<b>Fundamentals of Marketing Management</b>

**Objective :** The objective of this syllabus is to provide basic knowledge of functional areas of Marketing Management and Marketing Research.

**Note : All Units carry equal weightage of Marks**

**Unit : 1 Marketing :** Meaning- nature-Scope- Different Approaches-Marketing Mix  
**Market Demand :** Meaning-Factors affecting-Marketing in different situation of market demand.

**Unit : 2 Main Functions of Marketing :**

**Branding** : Meaning-Types-Policy decisions-Importance of Branding

**Pricing** : Meaning-Objectives-Factors affecting-Types-Importance

**Advertising** : Meaning-Objectives-Importance-disadvantages-Difference between advertisement and Publicity.

**Unit : 3 Consumer Behaviour :** Factors influencing consumes behaviour-Buying behaviour Process.

**Market Segmentation** : Meaning-Basis and importance of Market Segmentation – Target Market.

**Unit : 4 Marketing Research :** Meaning of Market Research and Marketing Research-Objective and scope of Marketing Research-Stages of Marketing research- Importance and limitations of Marketing Research.

**Ethical Issue in Marketing research** : From the view point of Respondents-Customers and Researchers.

**Note :** 20 % weightage is to be given to objective question (except M.C.Q.) covering entire syllabus.

**Recommended Reading :**

1. Marketing Management-Phillip Kotler-Prentice Hall of India.
2. Fundamentals of Marketing – Stanton – Tata McGraw Hill.
3. Basics of Marketing Management – Dr. R. B. Rudani- S.Chand & Co.
4. Modern Marketing – R.S.N. Pillai & Bagawathi – S. Chand & Co.