

**PARUL UNIVERSITY**  
**Faculty of Commerce**  
**Syllabus for 3<sup>rd</sup> Semester of B.Com. (Hons) Programme**  
**MARKETING MANAGEMENT SPECIALIZATION**  
**Marketing Management - I (16103201)**

**Type of Course:** B.Com (Hons)

**Prerequisite:** Knowledge of Marketing Management - I

**Rationale:** To incubate knowledge and understanding of Marketing Management - I

**Teaching and Examination Scheme:**

Teaching Scheme (Hrs/Week)			Credit	Examination Scheme					Total
Lect	Tut	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
3	0	0	3	60	0	20	20	0	100

L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation

Sr No.	Topic	Weightage	Teaching Hrs
1.	<p><b>STP – [Segmentation, Targeting, Positioning]</b>            Market Segmentation: Levels of Market Segmentation, Bases for Segmenting Consumer, Bases for segmenting Business Markets, Segmentation Process, Effective segmentation Criteria            Market Targeting:            Evaluating and Selecting the Market segments            Market Positioning:            Differentiation[ Meaning - Differentiation tools : [Services, Personnel, Channel, Image] - Positioning [Meaning and Developing Positioning Strategies ]</p>	25%	12
2	<p><b>Product:</b>            Definition, Product levels : The Customer - Value Hierarchy, Product Classification, Product Differentiation - Form, Features, Customization, Performance Quality, Conformance Quality, Durability, Repairability, Style            Product Mix - Width, Length, Depth, Consistency            Price:            Price Setting Procedure, Initiation of Price Changes and Response to them</p>	25%	12

3	<b>Place:</b> Channel Management Decisions - Definition, Importance of Channels, Channel Management Decision, Channel Integration and Systems <b>Promotion:</b> Marketing Communication Mix, Promotion Strategies – Five M’s of Advertising (Mission, Money, Message, Media and Measurement), Developing Effective Communication	30%	11
4	<b>Recent issues and development in marketing</b> Concept, Definition and Detailed learning of : Social Marketing, Marketing Ethics, Recent Development in Marketing – Online Marketing, Direct Marketing, Service Marketing, Green Marketing, Sustainable Marketing and Relationship Marketing	20%	10
	<b>Total</b>	100%	45

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

**Reference Books:**

1. Kotler, Keller and Jha (2009) 13<sup>th</sup> Edition, Marketing Management A South Asian Perspective, Pearson Education
2. Philip Kotler, Kevin lane Keller (2006) 12<sup>th</sup> Edition, Marketing Management, Prentice-Hall of India Limited, New Delhi
3. Philip Kotler, Gray Armstrong (2008) 12<sup>th</sup> Edition; Principles of Marketing; Pearson Education.
4. William F. Stanston & others (1994); Fundamentals of Marketing; Tata McGraw Hill, Xth Edition.

**Course Outcome:**

After Learning the course the students shall be able to:

This course is designed to expose second-year students with knowledge of Marketing Management – I which can help them to select their specialization in third year.

**PARUL UNIVERSITY**  
**Faculty of Commerce**  
**Syllabus for 3<sup>rd</sup> Semester of B.Com. (Hons) Programme**  
**MARKETING MANAGEMENT SPECIALIZATION**  
**Sales and Distribution Management (16103202)**

**Type of Course:** B.Com (Hons)

**Prerequisite:** Knowledge of Sales and distribution Management

**Rationale:** To incubate knowledge and understanding of Knowledge of Sales and Distribution Management

**Teaching and Examination Scheme:**

Teaching Scheme (Hrs/Week)			Credit	Examination Scheme					Total
Lect	Tut	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
3	0	0	3	60	0	20	20	0	100

**Lect** - Lecture, **Tut** - Tutorial, **Lab** - Lab, **T** - Theory, **P** - Practical, **CE** - CE, **T** - Theory, **P** – Practical

UNIT	Topic	Weight age	Teaching Hrs
1.	<b>Introduction to Sales Management</b> Nature, role and importance, Emerging trends in Sales Management,; Role and skills of a modern sales manager. Personal Selling: Buyer’s behaviour model, Buying decision process, Different buying situations; The sales process – Prospecting, Qualifying, Pre-approach, approach, Presentation methods, Overcoming objections, Trial close and closing techniques. Forecasting market demand; Importance, forecasting process	25%	11
2.	<b>Management of Sales territories and Quotas:</b> Importance of setting up sales territories, Procedure for designing sales territories; Assigning sales people to territories; Routing, scheduling and time management; Sales Quotas: Objectives of quotas, Types of quotas, Methods of setting up sales quotas. Organizing and Staffing Sales Force: Concept of sales organization, Basic types of sales organizational structures. Organizing and staffing the sales force: Overview of sales force staffing process, Recruiting the sales force.	25%	11
3.	<b>Distribution Management:</b> Definition, Need for Distribution Channels, Discrepancies and distribution channel, Brief description of the different	25%	12

	channel members, Pattern of distribution. Marketing Channels: Channel flows, Different types of channel formats, Channel levels, Prominent channel systems. Channel institutions – retailers, Types and role of retailers. Wholesalers – Functions of wholesalers, Transportation media mix, advantages and disadvantages of different transportation modes,		
4.	<b>Channel Management:</b> Identifying and resolving channel conflicts, Channel co-ordination, Use of channel power, What is channel conflict, stages of channel conflict, reasons for channel conflict, Calculating return on investment for channel members Channel information system: Why information system is needed? Developing a channel information system, Elements of a channel information system.	25%	11
	<b>Total</b>	100%	45

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

Reference Books:

1. Sales and Distribution Management : Krishna Havaladar & Vasant Cavale
2. Sales and Distribution Management: Tapan Panda

**Course Outcome:**

After Learning the course the students shall be able to:

This course is designed to expose Second-year students with knowledge of Sales and Distribution Management which can help them to select their specialization in third year.

**PARUL UNIVERSITY - Faculty of Commerce**  
**Department of Commerce**  
**SYLLABUS FOR 3rd Sem B.Com(Hons) PROGRAMME**  
**MARKETING MANAGEMENT SPECIALIZATION**  
**Service and Relationship Marketing (16103203)**

**Type of Course:** B.Com(Hons)

**Prerequisite:** Knowledge of Service and Relationship Marketing

**Rationale:** To incubate knowledge and understanding of Service and Relationship Marketing

**Teaching and Examination Scheme:**

Teaching Scheme (Hrs/Week)			Credit	Examination Scheme					Total
Lect	Tut	P		External		Internal			
				Theory	Practical	Theory	*C.E.	Practical	
3	0	0	3	60	0	20	20	0	100

**L- Lectures; T- Tutorial; P- Practical; C.E. -Continuous Evaluation**

No.	Topic	Weightage	Teaching Hrs
1.	<b>Understanding Service Phenomenon</b> Growth of Service Sector; Role of Services in Economy; Concepts, Characteristics and classification of Service; Marketing Mix in Service Marketing; Consumer Behaviour in Service Settings; Targeting Customers, Managing Relationships and Building Loyalty	25%	11
2	<b>Service consumption</b> Stages of Service Consumption and Consumer Behaviour, Managing Customer Expectations and Service Experiences	25%	11
3	<b>Developing Services</b> Place-Service distribution, Components of Service delivery system, Problems Associated with Service delivery, Pricing of Service	25%	11
4	<b>Extended P's of Service</b> Promotion – Advertising, Sales Promotion & Personal Selling in service Industry People – Importance of People in Service Marketing, Role of Various People Involved Physical Evidence – Concept of Physical Evidence, Importance, Types of Physical Evidence in various services Process – Concept, Types of Process, Role of Process in various Services	25%	12
	Total	100%	45

**\*Continuous Evaluation:**

It consists of Assignments/Seminars/Presentations/Quizzes/Surprise Tests (Summative/MCQ) etc.

**Reference Books:**

1. Shanker, R, Service Marketing- The Indian Perspective, Excel Books, New Delhi
2. Lovelock, Christopher, Service Marketing – People, Technology and Strategy, Pearson Education, New Delhi
3. Shahjahan, S, Service Marketing – Concepts, Practices & Cases, Himalaya Publishing House, Mumbai
4. Venugopal, Vasanthi & Raghu, Service Marketing, Himalaya Publishing House, Mumbai

**Course Outcome:**

After Learning the course the students shall be able to:

This course is designed to expose second-year students with knowledge of Service and Relationship Marketing which can help them to select their specialization in third year.