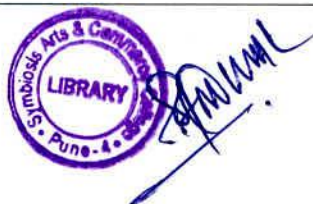




Symbiosis College of Arts and Commerce
(An Autonomous College Affiliated to University of Pune)

Subject code	17C82203	Semester	I	II	III	IV	V	VI	M.Com. Semester	I	II √	III	IV
Title of Subject (For M. Com Part I & II as appeared in the prospectus)		Advanced Marketing Management											
Objectives		1. To enable the student to acquaint with various aspects of marketing management. 2. To impart knowledge of Consumer Behavior, Customer Relationship and understanding of Brand management											
Detailed syllabus													
Unit	Contents of the syllabus											Number of Lectures	
1	Title of the topic : Introduction -: Contents : 1.1 Marketing: Definition & concepts of Marketing and marketing Management Evolution of Marketing (Marketing Orientation) Types of Marketing & functions of marketing 1.2 Tele Marketing, E-Marketing. 1.3 Services Marketing 1.4 Rural Marketing - Features, Importance and Difficulties\Problems,Suggestions for Improvement of rural markets. Marketing planning, research and information system.											08	
2	Title of the topic : Consumer Behavior -: Contents : 2.1 Meaning and Concept 2.2 Buying Motives and Consumer Behavior 2.3 Environment Influence on Consumer behavior: 2.4 Economic, Political, Technological, Global etc. 2.5 Consumer Behavior Models and Consumerism 2.6 Consumer Education and Protection 2.7 Ethics in Marketing											10	
3	Title of the topic : Business to business marketing Introduction to industrial marketing, Importance of Global marketing, Market research and research and development in industrial market Pricing, strategies in industrial market, Marketers facing challenges in industrial market.											12	
4	Title of the topic : Marketing Strategy -: Contents : 4.1 Product, Price, Place, Promotion and Process Strategies											10	



	4.2 New Product Development Strategy, Failure of a new Product, 4.3 Causes and Remedies 4.4 Strategies over Product Life cycle 4.5 International Marketing as a Strategy	
5	Title of the topic : Sports marketing Promotion of sports marketing Promotion of events and teams and services through sporting events and sports teams Career in sports marketing Case studies	08
6	Title of the topic : Industrial market research Contents : Meaning, framework for international research Detail information required for marketers Primary and secondary data of international marketing, Organisation for international marketing , Case studies.	08
7	Title of the topic : Project work Students will have to visit any marketing organisation in and around pune and to find out different techniques of marketing.	04
	Total Number of Lectures	60
Suggested Reference Books Books recommended 1. Introduction to Marketing - Theory and Practice By Adrian Palmar – Oxford Publication 2. Marketing Management By Philip Kotler, Kevin Lane Keller Publication Pearson Education 3. Marketing Management By Rajan Saxena – Tata McGraw Hill 4. Marketing Management – B y S. A. Shertekar 5. Modern Marketing Management – UBS Publication Distribution Limited By- R. S. Davar 6. Marketing – Biplab S. Rose – Himalaya Publication House 7. Marketing Management – P. K. Agrawal Pragati Prakashan, 8. Marketing Management – Analysis, Planning, Control By Philip Kotlar (Prentice Hall Delhi) 9. Readings in Marketing Management’ - Himalaya Publications House, Mumbai 10. International Trade and Export Management - Francis Cherunilam 11. Principles and Practice of Marketing in India - Dr, C., B. Mamoria, Joshi, Mulla 12. Marketing Management – J. C. Gandhi 13. Marketing Management – Dr. B. K. Chatterji 14. Rural Marketing – Krishna Havaladar 15. Brand Management – The Indian Context By YLR Moorthi (Vikas Publishing House) 16. Customer Relationship Management – A step by step approach By H. Peeru Mohamed, Asagadevan (Vikas Publishing House)		

