



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

Subject code		Semester	I	II	III	IV	V	VI	M.Com.	I	II	III	IV
Title of Subject (For F.Y. as appeared in the prospectus) (For S.Y. & T.Y. titles can be as per the approval of BOS)	<b>S.Y.B.Com (Marketing Management Special paper)</b> <b>Semester III—Paper II</b> <b>Title: Customer Value Management</b>												
Objectives	<ol style="list-style-type: none"> <li>1) To make students familiar with various variables of marketing mix and its importance for the companies</li> <li>2) This course enables students to understand the role of consumer behavior in marketing.</li> <li>3) It provides fundamental knowledge relating to consumer buying behavior and factors affecting consumer behavior.</li> <li>4) To provide an insight into the Indian perspective of marketing by analyzing current marketing Issues and applying real based solutions.</li> <li>5) To equip students with current and future understanding of consumer behavior.</li> </ol>												
<b>Detailed syllabus</b>													
<b>Unit</b>	<b>Contents of the syllabus</b>											<b>Number of Lectures</b>	
1	<b>1. <u>Title of the topic</u> : Understanding Value framework in Marketing</b>  <b>Contents :</b> 1.1 Understanding basic Concepts: Value, Customer Value, Customer Cost, Customer Perceived Value, Customer Life time Value, Value Proposition 1.2 Components of Customer Value <ul style="list-style-type: none"> <li>• Tangible Value</li> <li>• Intangible Value</li> </ul> 1.3 Creating , Communicating & Delivering Value 1.4 Managing Customer Relationship											14	
2	<b>2. <u>Title of the topic</u> : Delivering value by Understanding Consumer Behavior</b>  <b>Contents :</b> 2.1 Meaning and definition of Consumer Behavior 2.2 Need for studying consumer behavior 2.3 Buying Motives 2.4 Consumer Purchase decision process 2.5 Factors Influencing consumer behavior											14	



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3	<b>3. <u>Title of the topic</u> : Achieving Competency through Marketing Mix</b> <b>Contents :</b> <b>3.1</b> Concept and Definition of Marketing Mix <b>3.2</b> Elements of Marketing Mix <ul style="list-style-type: none"> <li>• Product, Price, Place, Promotion</li> </ul> <b>3.3</b> Extended 3 P's in Marketing Mix <ul style="list-style-type: none"> <li>• People, Process ,Physical Evidence</li> </ul>	14
4	<b>4. <u>Title of the topic</u> : Competitive Environment and consumer behavior</b>  <b><u>Content</u></b>  <b>4.1</b> Rural and Urban consumer behavior <b>4.2</b> Understanding of Competitive environment in post 91' <b>4.3</b> Study of Global consumer <b>4.4</b> Customer centric strategies by companies	
<b>Total Number of Lectures</b>		<b>54</b>

**Suggested Reference Books**

- 1) Marketing Management, Philip Kotler & Kevin Keller, Twelfth Edition, Pearson Prentice Hall(Marketing Mix)
- 2) Introduction to Marketing, Theory & Practice, Second Edition, Adrian Palmer, Oxford University Press
- 3) Marketing and Salesmanship, F.Y.B. Com ,Dr. Mrs. Shaila Bootwala,Dr. M. D. Lawrence,Mr. Sanjay Mali, Nirali Prakashan(Marketing Mix)
- 4) Fundamentals of Marketing ,William Stanton, Michael Etzel,Bruce Walker, ,Mc Graw-Hill International Editions 1994(Ethics in Marketing)
- 5) Marketing Management, S.Y.B.Com, Dr.Shaila Bootwala, Nirali Prakashan(Ethics in Marketing)
- 6) Hawkins, Best and Coney: Consumer Behaviour, Tata McGraw Hill, New Delhi 2004.
- 7) Schiffman, L.G. and Kanuk, L.L.: Consumer Behaviour, Prentice Hall of India, New Delhi 1994.
- 8) Laudon, David L and Bitta Albert J Della: Consumer Behaviour, Tata McGraw Hill, New Delhi 2005.
- 9) Mowen, John C: Consumer Behaviour, Macmillan, New York 1993.
- 10) Assael, H: Consumer Behaviour and Marketing Action, South Western, Ohio 1995.



*Shaila*  
7/7/2020