# GUJARAT UNIVERSITY SYLLABUS FOR T.Y.B.B.A. SEMESTER VI

**SUBJECT ELECTIVE COURSE(SEC)- 314 ADVANCED MARKETING MANAGEMENT-2**

**Introduction:** The field of management has undergone a sea change and has today assumed a form of a profession with a well-defined body of knowledge. Different functions of management have got importance as per the environmental changes. After, 1950’s Marketing Management has assumed an important role in the organization. With continuously evolving and due to the newer trends, the subject has become wider and wider.

**Objective:** This course is designed in such a way as to provide the students an under-standing of the different contemporary and relevant topics in the subject of marketing management with deeper penetration so that the students can choose the particular area of specialization even under the Marketing Management as per their interest in future.

## Total Hours : 40 Number of credits: 3

**Lectures per week: 4 of one hour each**

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| **Unit** | **Weightage** |
| **Unit-I** | **25%** |
| **Unit-II** | **25%** |
| **Unit-III** | **25%** |
| **Unit-IV** | **25%** |
| **Total** | **100%** |

**UNIT I: Business/ Industrial Marketing (10 Hours)**

* 1. Difference between Business and Consumer Market
  2. Primary Objectives of Business supplier
  3. Characteristics of customers in the business Market
  4. The business Buying Process
  5. Factors affecting Business Buying Behaviour

## Book: Marketing Management: 2nd Edition, By: Arun Kumar and N Meenakshi, Vikas Publication

**UNIT II: ADVERTISING MANAGEMENT (10 Hours)**

1. Advertising Creates Brand image
2. Developing advertising Strategy
   1. Identify and Understand Target Audience
   2. Setting Advertising Objectives
   3. Establish advertisement Spend
   4. Message Decisions
   5. Media Decisions
   6. Execute the Advertise Campaign
   7. Evaluate Advertisement Effectives
   8. Improving Advertising result

h. Impact of Advertising

## Book: Marketing Management: 2nd Edition, By: Arun Kumar and N Meenakshi, Vikas Publication

**UNIT III: Rural Marketing (10Hours)**

1. Meaning and Definition of rural Marketing
2. Characteristics of rural Marketing
3. Importance of Rural Marketing
4. Rural Marketing Mix
5. Reasons for Rural Market boom
6. Problems and Challenges in Rural Marketing

## Book: Basics of Marketing Management: Theory and Practice By: R. B. Rudani:

1. **Chand Publication**

**UNIT IV: Customer Relationship Management (10Hours)**

* 1. Definition of CRM
  2. Evaluation and Concept of CRM
  3. Benefits of CRM
  4. Relationship building as Process
  5. CRM as Strategy
  6. CRM Implementation Road Map
  7. Customer Centric marketing and Process
  8. Building Organisational Capabilities through Internal Marketing

## Book: Customer Relationship Management- A Strategic Perspective By: G Sainesh & Jagdish N Sheth

**Topics for Assignment:**

1. Evaluate any Rural Marketing strategy of FMCG or Consumer Durable or Service offering organisations.
2. Evaluate Advertisement strategies of any FMCG or Consumer Durable or Service offering organisations in the rural area.
3. Evaluate CRM executed by any Financial Institutions, Organised Retailer, or any Service Provider.
4. Explain Characteristics of any Business Market.

## Topics for Seminar/Presentation:

1. Discuss any five factors affecting Business Buying Behaviour
2. Analyse CRM as a Strategy for Customer Retention.
3. Discuss Rural marketing Mix of Any Product or Service
4. Develop an Ad Campaign for any specific Product / Service. (Any form of advertisement with respect to five M’s of Advertisement Management.)
5. Analyse Seven P’s of any Service.
6. Discuss distribution Strategy of any Industrial Product.

## Reference Books:

1. Rural Marketing, - Pradip Kashyap, Pearson Education.
2. Industrial Marketing Strategy – Frederick E Webster
3. Customer Relationship Management - Francis Buttle
4. "Rural Marketing: Targeting the Non-urban Consumer" , Sanal Kumar Velayudhan, age Publications Pvt. Ltd.
5. Advertising Management **-** Jaishri Jethwaney Shruti Jain
6. Advertising Management **-**C.L. Tyagi And Arun Kumar