

HEMCHANDRAYACHARYA NORTH GUJARAT UNIVERSITY
C B C S : FOR B.COM L.L.B PROGRAMME
(4 Credits, 60 Hours)

Programme Name	FIVE YEAR INTEGRATED LAW PROGRAMME
Semester	Sixth
Course No	CC -605
Course Name	Fundamentals of Marketing Management
Course Type	CORE
Effective From	JUNE – 2016
Objective	To provide basic knowledge of functional areas of Marketing management and marketing research.

Unit No	Content
1	Marketing: Meaning – nature - Scope - Different Approaches - Marketing Mix Market Demand : Meaning - Factors affecting - Marketing in different situation of market demand.
2	Main functions of Marketing: (1) Branding: Meaning-Types - Policy decisions - Importance of Branding (2) Pricing: Meaning – Objectives - factors affecting –Types - Importance (3) Advertising: Meaning – Objectives – Importance - disadvantages - Difference between advertisement and Publicity.
3	Consumer Behaviour: Factors influencing consumes behaviour - Buying behaviour Process Market Segmentation: Meaning - Basis and importance of Market Segmentation – Target Market
4	Marketing research: Meaning of Market Research and Marketing Research – Objectives 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

References:

1. Marketing Management-Philip 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.
