

North Maharashtra University, Jalgaon
Faculty of Commerce and Management
F. Y. B. Com (W.E.F.: June – 2014)
Elective Paper No.7: (c): MARKETING AND ADVERTISING
(CORE COMPETENCE SUBJECT)

Semester I

Total Marks: 100 (Internal Assessment: 40 + Theory External Exam : 60 Marks)

Objectives :

- 1. To create awareness about Marketing**
- 2. To understand basic concepts of Marketing**
- 3. To establish link between Commerce / Business and Marketing**
- 4. To know the relevance of Marketing in modern competitive world.**
- 5. To develop an analytical ability to Plan for various marketing strategy.**

Semester I (Marketing)

1. Marketing (Lectures :14)

- 1.1 Meaning, Definitions, Nature and Scope of Marketing
- 1.2 Importance of Marketing As Business functions and In the Economy.
- 1.3 Concept of Marketing
 - 1.3.1 Traditional and Modern
 - 1.3.3 Green Marketing
- 1.4 Marketing Mix
 - 1.4.1 Meaning & Definitions of Marketing Mix
 - 1.4.2 Elements of Marketing Mix
 - 1.4.3 Product Life Cycle

2. Consumer Behaviour (Lectures: 10)

- 3.1 Meaning, Need and Importance of Consumer Behaviour
- 3.2 Factors Affecting Consumer Behaviour
- 3.3 Theories of Consumer Behaviour
- 3.4 Buying Motives

3. Marketing of Services (Lectures: 12)

- 3.1 Meaning and Characteristics of Services
- 3.2 Importance of Service Marketing
- 3.3 Classification of Services

3.4 Problems of Service Marketing

4 Recent Trends in Marketing

(Lectures: 12)

- 4.1.1 E-Business
- 4.1.2 Tele Marketing
- 4.1.3 Virtual Marketing
- 4.2.1 Relationship Marketing
- 4.2.2 Retailing
- 4.2.3 Niche Marketing
- 4.3 Consumer Delight
- 4.4 Multi Level Marketing

Semester II

Total Marks: 100

(Internal Assessment: 40 + Theory External Exam: 60 Marks)

Semester II (Advertising)

5. Advertising

(Lectures: 8)

- 5.1. Meaning and Definition of Advertising
- 5.2. Nature and Scope of Advertising
- 5.3. Classification and Types of Advertising
- 5.4. Importance of Advertising in Modern Marketing.

6. Advertising Media

(Lectures:16)

- 6.1. Types of Advertising Media
 - 6.1.1. Print Media
 - 6.1.2. Electronic Media
 - 6.1.3. Outdoor Media
 - 6.1.4. Transit & Vehicular Media
- 6.2. Merits and Limitations of Various Types of Advertising Media.
- 6.3. Factors to be Considered in Selecting Proper Media of Advertising
- 6.4. Media Mix and Media Scheduling.

7. Advertising Copy

(Lectures: 12)

- 7.1. Meaning & Definition
- 7.2. Elements of Print Copy.
- 7.3. Essentials of a Good Advertising Copy
- 7.4. Types of Copy Writing

8. Advertisement Lay-Out

(Lectures: 12)

- 8.1. Meaning & Definition
- 8.2. Components
- 8.3. Factors Influencing Advertisement Lay-Out
- 8.4. Essentials of Advertisement Lay-Out

Reference Book:

1. Philip Kotlar- Marketing Management
2. Sherlekar S.A., Sherlekar V. S.- Global Marketing Management – Himalaya Publishing House
3. Ghatpande Mahesh , Thakur Yogendra -Marketing A Challenges – Amod Prakashan
4. Kapoor D. L. -Marketing and Sales Management – S. Chand & Co. Ltd. New Delhi.
5. Kulkarni Mahesh – Modern Marketing Management
6. Rajan Saxena - Marketing Management
7. Memoria & others- Marketing Management
8. Dr. Girase, Dr. Sarode, Dr. More & Nandanwar - Vipanan aani Jahirat, - Prashant Publication, Jalgaon (Marathi)
9. Girase S.P. & Other – Vipanan, Vikray kala aani Prasadhi Part I (Marathi)
10. Girase S.P. – Vipanan karye (Marathi)
11. Kadavekar & Kothovade - Vipanan Vyavasthapan (Marathi)
12. Bodhankar Sudhir & Vekhande- Vipanan Vyavasthapan (Marathi)
13. Deshamukh Prabhakar - Vipanan Vyavasthapan (Marathi)
14. Girase S.P. & Other – Vipanan, Vikray kala aani Prasadhi Part I I (Marathi)
15. Pratibha Joshi & Other - Vipanan, Vikray kala aani Prasadhi Part III (Jahirat) (Marathi)
16. Sangita Sharma& Radhuvir Singh – Advertising
17. Namita Rajput & Mira Vashitha – Advertisement & Personal Selling
18. S. A. Chunawala: Advertising An Introductory Text: Himalaya Publication
19. G.S. Shuda. Sales and Advertising Management, . Indus Valley Publication , Jaipur
20. Mahesh Kulkarni - Advertising - Nirali Prakashan
21. Arun Kumar N. Meenakshi – Marketing Management- Vikas Publishing House Pvt. Ltd.

22. D.S.Kadvekar, Mrs. Shikha Jain, Antony Rose- Modern Marketing Management – Diamond Publication.