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

**SUBJECT ELECTIVE COURSE (SEC)- 307 ADVANCED MARKETING MANAGEMENT-1**

**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.

## The second part of the same subject (offered in the Sixth Semester) will throw light on the other contemporary and relevant topics of marketing management.

**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 1: BRAND MANAGEMENT (10 Hours)**

* 1. Meaning of Brand
  2. Brand the Product
  3. Brand Architecture
     1. Portfolio Roles
     2. Product Market and Context Roles
     3. Brand Portfolio structure
  4. Brand Equity
     1. Concept of Brand Equity
     2. Brand Image and its dimensions
     3. Brand Awareness and Brand Image
  5. Brand Identity
     1. Concept
     2. Inner and Outer core of Brand Identity
     3. Brand Identity Perspectives
     4. Brand Identity Prism (to be explained with illustration)
        1. Physique
        2. Relationship
        3. Reflections
        4. Personality
        5. Culture
        6. Self Image
  6. Brand Positioning

**Book : Product Policy and Brand Management-Text and Cases - By: Chitale and Gupta-PHI**

## UNIT II: MARKETING RESEARCH-1 (10 Hours)

1. Definition of Marketing Research
2. Marketing Research Process
3. Classification of Marketing Research Designs
4. Primary Data versus Secondary Data (Advantages, uses and Disadvantages of secondary data)
5. Primary Data: Quantitative Research & Qualitative Research
6. Survey Methods:
   1. Telephone Method
   2. Personal Method
   3. Mail Method
   4. Electronic Method
7. Focus group interview and In-depth interview
8. Primary Data: Observation Methods: Structured v/s unstructured observations Disguised v/s undisguised methods Natural v/s continued observation Personal Observation

Mechanical Observation Audit Observation Content Analysis

Trace Analysis

## UNIT III: MARKETING RESEARCH -2 (10 Hours)

a. Primary Scales of Measurement:

Nominal Ordinal Interval Ratio

b Itemized Rating Scales

Likert Scale

Sematic Differential Scale Stapel Scale

1. Questionnaire

Definition

Objectives of questionnaire Questionnaire design process

1. Observational Forms
2. Sampling Design Process
3. Sampling Techniques
4. Data Preparation Process (in brief)

Coding

Tabulation: One way table and two way table

1. Report Preparation and presentation process in brief. Format of the Researh Report

Graphical Presentation

## Book: Marketing Research - An Applied Orientation, Naresh K Malhotra, Pearson Education.

**UNIT IV: SERVICES MARKETING (10 Hours)**

1. Definition
2. Characteristics of Services
3. Service Flower
4. Reasons for the Growth of Service Sector
5. Services Marketing Mix (7 P’s)
6. Demand Variations In services
7. Strategies for demand management
8. Determinants of Service Quality
9. Terms:
   1. Internal Marketing
   2. External Marketing
   3. Interactive Marketing
10. Gap Model of Service Quality

## Book : Services Marketing – K. Rama Mohana Rao, Pearson Education. Topics of Assignment:

1. Develop and Compare Brand Architecture of any Two FMCG Brands with specific Product Category.
2. Design Service Flower of any type of Service.
3. Prepare Research proposal for any Marketing Problem.
4. Draft a Questionnaire to survey the consumer satisfaction and loyalty of any product or service.

## Topics for Presentaion:

1. Discuss Branding Strategy and Brand Elements of newly launched Brand in the Market.
2. Discuss the Value chain concept of any Service in detail
3. Compare various Sampling Methods with reference to research design.

## Reference Books:

1. *Marketing* Management, 13th Edition: A South Asian Perspective, Abraham

*Koshy* and Mithileshwar *Jha*, Philip *Kotler* and Kevin Keller.

1. *Marketing* Management, Rajan Saxena, 4th Edition, Tata-Mcgraw Hill.
2. Marketing Management – Global perspective, V S Ramaswamy and S Namakumari, Indian context; 4th Edition Macmillan Publishers India Ltd.
3. The New Strategic Brand Management - Creating And Sustaining Brand Equity Long Term
4. Services Marketing – People, Technology, Strategy, Christopher Lovelock & Jochen

Wirtz

1. Exploring Marketing Research, William Zikmund.
2. Compendium of Brand Management, S. A. Chunawalla, Himalaya Publishing House.
3. Services Marketing – S.M. Jha
4. Research Methodology – Methods and Techniques, C. R. Kothari.
5. Research Methodology – R.Guvery, U K Sudha Nayak, M. Girija. R. Meenakshi,

S. Chand