

SEMCOM Course Plan EVEN SEM-2015

CVM'S

SEMCOM

S.G.M.ENGLISHMEDIUMCOLLEGE OF COMMERCE & MANAGEMENT
T.Y.BBA (GEN.)

Advance Marketing Management-II

Course Plan 2015

Faculty Name: Dr. Rina Dave

Total Sessions = 30

Chapter No.	Topics	Sessions Required	Weightage (%)
1	Integrated Marketing communications: Advertising: Meaning Scope Importance Advertising appeals Major media: Types and media selection decision Media Scheduling Budget Decision s Model and Example Advertising copy Execution and production process Advertising as long term investment	10 4	25%

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	<p>Sales Promotion:</p> <p>Objectives</p> <p>Advertising v/s sales promotion</p> <p>Major decision</p> <p>Public relation:</p> <p>Managing public relations and major decisions in marketing PR</p> <p>Direct Marketing:</p> <p>Meaning</p> <p>Scope</p> <p>Importance</p>	3	
3	<p><u>DISTRIBUTION CHANNELS& MARKETING CONTROL:</u></p> <p>An overview of distribution channels</p> <p>Emergence of unconventional modes of distribution., Physical distribution and logistics decision - Marketing control and marketing Audit: Concept, types and tools of control and marketing</p>	10 3 3 4	25%
4	<p><u>RURAL MAREKTING:</u></p> <p>The rural market environment,</p> <p>Tapping the rural markets,</p> <p>Segmentation & Targeting,</p> <p>Product strategy- Specially designed for Rural Market,</p> <p>Brand decisions,</p> <p>Physical Distribution, Channel decision, sales force Management,</p> <p>Marketing Communications</p>	10 2 2 2 2 2	25%

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SEMCOM SYBBA – SEM-IV Customer Relationship Management

No. of Sessions: 30

Unit no.	Title	Wt.	No. Lectures Required
1	<u>CONCEPTUAL FOUNDATION:</u> Cocnept, Definition, Benefits, Objectives, Significance Of Crm, Relationship Between Crm And Technology, Evolution Of Crm, Customer Life Cycle Value.	25%	10
3	<u>Crm In Marketing:</u> Importance Of Crm In Marketing, Types In Crm, Marketing Initiatives Of Crm.	25%	10
4	Ecrm emerging trends Ecrm tools ecrm techniques ecrm levels	25	10

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No. of Sessions: 30

Unit no.	Title	Wt.	No. Lectures Required
1	Conceptual Foundation: Nature and Concept of marketing Management, Core Concepts,	25%	10

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	Philosophies of Marketing, Evolution of Marketing, Marketing Environment		
2	Buyer Behavior and Market Segmentation Introduction, Model, Scope, Process, Major influencing Factors, Types of Buying Decisions, Bases of Market Segmentation	25%	10
3	Price Mix Concept, Significance of price objectives of pricing decision, Factors affecting pricing Decision, Methods	25%	10

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SYBCOM – SEM-IV
Sales and distribution management**

No. of Sessions: 30

Unit no.	Title	Wt.	No. Lectures Required
1	The Sales Management Introduction to sales management and sales organization, Sales function, Personal selling, nature, scope & objectives- Difference between Personal Selling And Advertising	25%	10
2	Planning the Sales Effort Sales planning and Budgeting-Estimating Market Potential and Sales forecasting, Setting the sales territory & quotas, Sales and cost Analysis	25%	10
3	Organizing and Directing the Sales Force Recruting and training sales personnel- Designing & compensating sales Personnel, Motivating and Leading the sales force-Evaluating sales force performance.	25%	10

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TYBBA-ITM – SEM-IV
Practices of Marketing Management**

No. of Sessions: 30

Unit no.	Title	Wt.	No. Lectures Required
1	Marketing Research Introduction, Research Process, Research Design, Sampling methods, Data collection methods, Process of Data Analysis	25%	10
2	Consumerism Meaning, History of Consumerism, Causes, Consumer Protection Act	25%	10
4	Rural Marketing Rural Marketing new Discipline, Concept and Scope, Nature of Rural market, Importance of Rural Marketing, Taxonomy of Rural market, Significance of rural market	25%	10

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**CVM's
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TYBBA – SEM-VI
Operation Management**

No. of Sessions: 10

Unit no.	Title	Wt.	No. Lectures Required
1	Fundamentals of Operations Management Operating System and operation management: Meaning of operating System; functions of manufacturing and operations (Transport, supply and service) - Meaning, scope and importance of operations management - Role and responsibility of operations managers in modern business environment.	25%	10

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**CVM's
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Brand Management-II**

No. of Sessions: 30

Unit no.	Title	Wt.	No. Lectures Required
1	Brand Finance and Sector wise branding Concept of brand valuation; Cost based brand valuation method Retail branding; Industrial branding and Service branding.	25%	10
2	Brand Extension Concept of brand extension;Types of Brand Extensions; Significance; Economic Consequences; Factors affecting brand extension; Marketing mix of brand extension;	25%	10
3	Brand Rejuvenations and Repositioning Concept of brand rejuvenation; brand aging; Factors of Success; need for rejuvenation;Reasons for repositioning; Stages of repositioning	25%	10