

M. COM. (Part – I)

Business Management Group Students

Important Notice

Only for the students who are going to write the papers in MARATHI Language

- The Institute is not providing the Study Material for the subject **Marketing Strategies and Plans (in MARATHI language)** as per the revised syllabus.
- The Institute has the Study Material for the same subject as per the **old syllabus** which is mostly matching with the revised syllabus.
- **The concern Students herewith inform to collect the study material for the above said subject as per the old syllabus for reference from Room No. 5, idol Building.**
- **The same study material is uploaded on the website.**
- **Very Important: Firstly check the revised syllabus and then refer the book.**
- **The revised syllabus has given below.**

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II

**SYLLABUS
M.COM PART I
BUSINESS MANAGEMENT GROUP - PAPER II
MARKETING STRATEGIES AND PLANS
(w.e.f ACADEMIC YEAR 2014 – 15 in IDOL)**

SECTION I

MODULE I

Understanding Strategic Marketing and Planning

- a. Marketing Strategy - Definition, significance and conditions for the success of Marketing Strategy.
- b. Three strategy levels (Corporate / business / functional level strategies).
- c. Steps in developing marketing strategies and plans.
- d. Contents of a marketing plan.

MODULE II

Marketing Environment Analysis

- a. Understanding Marketing Environment, macro trend analysis (demographic, socio-cultural, technological, regulatory and natural environment) and internal micro analysis.
- b. Assessing industry attractiveness with Porter's five forces model.
- c. Components of modern MIS.
- d. Marketing research-meaning and process.

MODULE III

Connecting with Customers

- a. Creating Customer Value, Satisfaction and Loyalty, Customer Perceived Value (CPV), Customer Life Time Value, Total Customer Satisfaction and measuring customer satisfaction.
- b. Steps in customer value analysis.
- c. Way of increasing value of the customer base.
- d. Process of attracting and retaining customers.
- e. Marketing activities for building loyalty.
- f. Customer Relationship Management - Meaning, benefits and challenges.

MODULE IV

III

Dealing with Competition and Building Strong Brands

- a. Competitive forces, process of identifying and analyzing competitors.
- b. Strategies of market leaders, challengers, followers and nichers.
- c. Brands and branding: Definition, Role of Brands, Brand Loyalty, Brand Preference.
- d. Brand Equity - meaning and importance.
- e. Brand elements - meaning and criteria for choosing brand elements.

SECTION II

MODULE V

Product Strategies and New Market Offerings

- a. Designing Product strategies and managing through the life cycle.
- b. New product development process.
- c. Factors contributing to new product development.
- d. Challenges in new product development.
- e. Consumer adoption process.

MODULE VI

Pricing and Marketing Intermediaries

- a. Pricing Strategies.
- b. Steps in setting the price.
- c. Initiating price cuts and price increases - reasons and impact on competitors' pricing and buyers.
- d. Retailing - meaning and types of retailers.
- e. Wholesaling - meaning and functions of wholesalers.
- f. Logistics - meaning and market - logistics decisions (order processing, warehousing, inventory and transportation).

MODULE VII

Marketing Communication and Integrated Marketing Communication (IMC)

Marketing communication - Meaning and the process of developing effective marketing communications.

IV

- a. Integrated Marketing Communication-meaning and managing the IMC process.
- b. Managing communication and promotion tools - the recent trends and tools used in advertising, PR, sales promotion, personal selling and direct marketing.

MODULE VIII

Managing Marketing for the Long Run and Marketing Control

- a. Recent trends in marketing practices: use of technology in marketing, socially responsible marketing, new consumer capabilities and company capabilities.
- b. Steps involved in creating a market and customer focused company.
- c. Organising the marketing department.
- d. Types of marketing control.

