

## ADVANCED MARKETING

[Course Code -: ECDM302]

**Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12 + Practical 18 (Total:30)**

### Objectives:

1. To study the concepts of 4 ps.
2. To understand the basic of services marketing.

### CONTENTS OF SYLLABUS

UNIT	TOPIC	No. of Lecture
1	<b>Product :-</b> Meaning, Product Quality, Deign, Feature, Difference between Brand & Trademarks, After ells service, Packing (Labeling) – Role & Function, PLC,	12
2	<b>Price:-</b> Meaning, Importance, Factors affecting price of the product, (Factor determination), Pricing methods, (Nature & Feature of Pricing methods).	12
3	<b>Place &amp; Promotion:-</b> A] Place:- Meaning & importance, Types of distribution channels. Factor affecting choice franchising. B] Promotion:- Meaning, 4 elements of promotion mix. Advertisement, Publicity, Personal selling, Public relation, Selling Process – AIDAS theory selling process, techniques of sale promotion.	12
4	<b>Service Marketing:-</b> Introduction service marketing, Meaning, Definition, Features, Importance, Classification & types of services, problems in service marketing/Challenges. (Marketing of consumer 400ds & Industries).	12
		48

Practical (Based on the above Units) \*\*\*

### Books recommended:

1. “Marketing Managements “, Philip kotler.
2. S.A. Sherlekar HP, “Marketing Management”.
3. “Marketing Management”, Biplas Bose Himalaya Publications

## SERVICES MARKETING

[Course Code -: ECDM402]

**Duration: 03 hrs. Marks: 100 Lectures: 48 Credits: Theory 12 + Practical 18 (Total:30)**

### Objectives:

3. To study the concepts of 4 ps.
4. To understand the basic of services marketing.

### CONTENTS OF SYLLABUS

UNIT	TOPIC	No. of Lecture
1	<b>Service Marketing:</b> -Introduction, Concepts, Evolution, Meaning, Need of Service Marketing.	12
2	<b>Service Marketing Mix:</b> - Introduction, Types of service marketing, Models of service marketing.	12
3	<b>Strategies For Service:</b> -Introduction segmentation strategies of service, Targeting & positioning in service, Positioning through pricing strategies, Positioning through sales promotion & Advertisement.	12
4	<b>Emerging Issues In Service Marketing:</b> - Introduction service marketing in e-commerce, Telemarketing in service, Innovation in service marketing, Ethical aspects in service marketing.	12
		48

Practical (Based on the above Units) \*\*\*

### Books recommended:

1. "Service Marketing ", Dr. K. Karunakar (Himalaya Publication).
2. "Service marketing" Christopher (Pearson's publication),