

Revised syllabus (2019 Pattern) B.Com. Degree course (CBCS) Syllabus for

Third Year B. Com Semester – VI

Subject Name: - 306H-III: Marketing Management -III(II)

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Unit No	Unit Title	Contents
5	Service Marketing	Introduction - Meaning, Definition, Characteristics, Components, B2B Services and B2C Services, Importance of Services, 7P's concept of Service Marketing, Challenges of Service Marketing
6	Creative Advertisements	Introduction to Typography, Principles of Design, Setting Advertising, Developing Advertising Strategy, Introduction to copy writing, Message, Making Radio Commercials, Television Advertising
7	Introduction to Social Media Marketing	Introduction -Meaning, Importance, Myths about Social Media Marketing, Brief History, Characteristics of Social Media Marketer, Various Social Media Marketing Careers in Social media marketing
8	Marketing Control and Audit	Marketing Control: Meaning and Definition, Objectives of Marketing Control, Benefits of Marketing Control, Essential of an Effective Marketing Control System, Techniques of Marketing Control, Process of Marketing Control. Marketing Audit: Meaning, Characteristics, Objectives, Process of Marketing Audit