

Revised syllabus (2019Pattern) M. Com. Degree course (CBCS) Syllabus for
M.Com Part II Semester – IV
Special Elective Subject - Group H (Advanced Marketing)
Subject Name: - Recent Advances in Marketing
Course code: - 217-II

1. Preamble

After the introduction of new economic policy the extent of competition in the market has increased substantially. Competition is becoming tougher day after day. Therefore every business establishment is required to give more importance to the marketing side compared to the other branches of the business. The heart of business success lies in its marketing. Most aspects of business depend on successful marketing. The overall marketing umbrella covers advertising, public relations, promotions and sales. Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, business may offer the best products or services, but none of the potential customers would know about it. Without marketing, sales may crash and companies may have to close.

Given this, many jobs are available in the marketing field. These jobs require detailed knowledge of marketing. The main aim of this course is creating manpower which will fulfill the demands of the industry in the field of marketing.

2. Objectives of the course

1. To facilitate an understanding of the recent trends in marketing
2. To make students aware of the latest changes and challenges in digital marketing.
3. To acquaint students with mechanisms of Delivering Service through Intermediaries and Modern E Channels
4. To help students understand various issues related with sustainable marketing.

Depth of the program – Detailed Knowledge

Objective of the Program

- To equip and train Post Graduate students to accept the challenges in the field of marketing by providing opportunities to study and analyze advanced marketing strategies
- To develop students' independent logical thinking and facilitate personality development.
- To impart the knowledge about various marketing strategies.
- To impart knowledge about Sustainable Marketing and Value through Customer Service
- To impart in-depth knowledge about digital marketing

Unit No	Unit Title	Contents	Purpose Skills to be developed
01	Marketing Strategy	<ul style="list-style-type: none"> -Meaning- Definition – Types of Marketing Strategies. Elements of Marketing Strategy. - Strategies in the Marketing Warfare- Principles of Marketing Warfare -Process of Creating a marketing strategy , Global v/s Local Marketing strategy 	To enable the students to understand various types of marketing strategies and the process of creating marketing strategy
02	Sustainable Marketing and value through customer service	<ul style="list-style-type: none"> -Sustainable Marketing :Concept, Importance , Problems and prospects -Creating Sustainable Value through Customer Service -Sustainable Marketing and Sustainable Development, sustainable Marketing and related ethical issues -Current examples of corporate sustainability endeavors 	To enable students about Sustainable Marketing and value through customer service
03	Recent Trends, Changes and Challenges of digital Marketing	<ul style="list-style-type: none"> -Concept and relevance of Digital Marketing in Modern Times. -Role of a Modern Marketing Manager in the era of digital Marketing with specific reference to social media management and social media audit. -Problems and prospects of Marketing ; advent of artificial intelligence and robotics -A study of some e marketing websites: www.ebay.in, www.alibab.com, www.flipkart.com 	To familiarise students with the developments in digital marketing
04	Delivering service through intermediaries and modern E channels	<ul style="list-style-type: none"> Customers role in service delivery. Marketing strategies for customer involvement and engagement Customer defined service standards Factors necessary for appropriate service standards Types of customer – defined standards. Development of customer defined standards 	To acquaint students with mechanisms of delivering service through intermediaries and modern e channels
