

**F.Y.B.Com**  
**Revised Syllabus to be introduced from June 2008-09**  
**Subject – Marketing and Advertising**

**Objective :**

- 1) To impart basic marketing and advertising knowledge as applicable to business.
- 2) To help student to understand, the concepts of marketing and advertising and their applications.

**SECTION - I**

**Unit – I** **(18 Hrs)**  
**Introduction** – Meaning, Definition, Nature and Scope of marketing, Importance of marketing as business functions and in the economy.  
**Marketing Concepts** – Traditional and modern.  
**Marketing Mix** – Meaning, 4 Ps of marketing  
**Mix** – Product, price, promotion and place distribution.

**Unit – II** **(10 Hrs)**  
**Consumer Behaviour and Market Segmentation** –  
Nature, Scope and significance of consumer behaviour.  
**Market Segmentation** – Concept and importance bases for market segmentation.

**Unit – III** **(12 Hrs)**  
**Service Marketing** – Meaning and characteristics of service, Importance of service marketing, classification of services, problems of service marketing.  
Application of the components of marketing of services in Financial services with special. Reference to banking, mutual fund, hospitals, consultancy services.

**Unit – IV** **(8 Hrs)**  
**Recent Trends in Marketing**  
Growth and development in India, e-Business, Tele-marketing, M-business, Relationship marketing, Retailing, Concept Marketing and virtual marketing.

**SECTION – II**

**Unit – I** **(10 Hrs)**  
i) Meaning and definition of advertising.  
ii) Nature and scope of advertising.  
iii) Classification and types of advertising.  
iv) Importance of advertising in modern marketing.

**Unit – II** **(12 Hrs)**  
Economic, Social and Ethics aspect of Advertising Economic Aspect  
i) Elements of Economic aspect of advertising.  
ii) Effects on Advertising (a) Production cost (b) Distribution cost (c) Consumer Price.  
Social Aspect of Advertising  
i) Elements of social aspects of advertising  
ii) Advertising and cultural values.

- iii) Advertising and cultural values.
- iv) Advertising and ethics.

### **Unit – III**

**(14 Hrs)**

#### **Advertising Media**

- i) Classification of Advertising media.
- ii) Comparative Study of different advertising media.
- iii) Media planning selection.
- iv) Role of Media in Advertising
- v) Types of media, their advantages and disadvantages.

### **Unit – IV**

**(12 Hrs)**

#### **Advertising Copy/Creative Advertising**

- i) Meaning and definition of advertising copy.
- ii) Characteristics of advertising copy.
- iii) Structure of advertising copy, Headline, Body copy, price, Proof, Slogan.
- iv) Essentials of good advertising copy.
- v) Basic rules of effective copy writing.

#### **Reference Book**

1. Global Marketing Management , S.A. Sherlekar, V. S. Sherlekar, Himalaya Publishing House.
2. Marketing and Sales Management, D.L. Kapoor, S. Chand and Company Ltd, New Delhi.
3. Marketing Management, Arun Kumar, N. Meenakshi, Vikas Publishing House Pvt. Ltd.
4. Marketing Management, David W, Carvens, Gerald E. Hills, Robert B. Woodruff, AITBS Publishing & Distributors, Delhi.
5. Industrial Management, Francis Cheranilam, Himalaya Publishing House.
6. Advertising and Public Relations, Mahesh Gatpande & Yogendra Thakur.
7. Marketing A Challenge, Mahesh Gatpande & Yogendra Thakur Amod Prakashan.
8. Advertising, Dr Mahesh Kulkarni, Nirali Prakashan.
9. Modern Marketing Management, Dr. Mahesh Kulkarni.
10. Advertising Theory and Practice, Himalaya Publishing House.
11. Advertising Management, Rathor, Himalaya Publishing House.
12. Modern Marketing Management, Prof. D. S. Kadvekar, Prof. Mrs. Shikha Jain, Prof. Anthony Rose, Diamond Publication.
13. Sales and Advertising Management, G. S. Shuda, Indus Valley Publication Jaipur