

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: Master of E-Business (M.Eb)**  
**Semester: I**  
**Syllabus with Effect from: June-2010**

|   |                        |
|---|------------------------|
| <b>Paper Code: PM01EMEB01</b>                             | <b>Total Credit: 4</b> |
| <b>Title Of Paper: Principles of Marketing Management</b> |                        |

| Unit | Description in Detail  | Weightage (%) |
|------|--|---------------|
| I    | Understanding marketing management: Defining Marketing for the 21st century-Developing Marketing strategies and Plans. - Gathering information and Scanning the Environment-Conducting Marketing research. | 25%           |
| II   | Connecting with customers: Analyzing Consumer Markets- Identifying Market segments and Targets. Creating Brand Equity and positioning. Dealing with competition  | 25%           |
| III  | Shaping the Market offerings- setting product strategy-designing and managing services. Developing pricing strategies and programs.  | 25%           |
| IV   | Delivering Values: Designing and Managing Value Networks and Channels. Communicating value:-Managing Mass communication- Managing Personal communication   | 25%           |

**Basic Text & Reference Books:-**

- Marketing Management: Philip Kotler Kevin lane keller, PHI, latest Edition
- Marketing Management: Philip Kotler Kevin lane keller , khosi, jha. The south Asin Perspective, PHI, Latest edition.
- Marketing Management: V.S. Ramaswamy and S .Namakumari. MacMillan India Ltd. Latest edition

