



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Vocation (B.Voc)

Semester: III

Branch: Sales and Marketing Management

Subject Name: Advanced Marketing Management

Subject Code: 1132201

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		C	Theory Marks		Practical	
					ESE (E)	PA(M)	ESE (V)	PA (I)
3	0	0	3	50	0	0	0	50

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.
1	Marketing strategies : BCG Matrix, Value Chain Analysis, Preparing Marketing Plan, Marketing Process, Service Marketing : Definition, Characteristics, Service Marketing Mix, Service Flower, Reasons for growth of service sector	12
2	Customer Relationship Management : CRM Definitions, Evolution of relationship marketing, Stakeholders in CRM, Significance of CRM, Types of CRM	10
3	Marketing Research : Definition, objectives and importance, process, Data sources, Research Design, Research instrument, sampling , Contact methods, Research Report, limitations of marketing research	10
4	Mass Marketing Tools : Advertisement (TV Ad, Print Ad), Mail Marketing, Public Relations, Events and experience, Tele Marketing	10
	Total	42

Reference Books:

1. Service Marketing –K Rama Mohana Rao, Pearson Education.
2. Philip Kotler, Kevin Lane Keller, Abraham Koshy , and Mithileshwar Jha, Marketing Management, 14th edition, Pearson Education

Course Outcomes:

After learning the course the students should be able to:

1. Learn Marketing Strategies and Marketing Environment.
2. Get Knowledge about Marketing Research and Marketing Tools.