

B.COM. II
SEMESTER III
COMMERCE PAPER III

PRINCIPLES OF MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

Computer Code - 345306

4 credits

Objective:

To acquaint the students with changing dynamics in the marketing world moving towards creating customer value.

Marks: 100 (External Exam: 75 Marks and Internal Exam: 25 Marks)

Unit	TOPIC	Lectures	Credits	Marks
1	<p>Objective: To understand the concept of marketing and the changing marketing landscape.</p> <ul style="list-style-type: none"> • Definition, Scope, Importance of Marketing & Marketing Concepts. • Marketing Process • Market Segmentation - Concept and Bases of Market Segmentation • Changing Marketing Landscape - Changing Economic Environment, The Digital Age, Rapid Globalization, Sustainable Marketing 	25	1	25
2	<p>Objective: To analyse the effective use of important marketing strategies.</p> <ul style="list-style-type: none"> • Product: New Product Development Strategy, Process and Product Life Cycle • Place: Channel Design Decisions • Price: Importance of Pricing and Major Pricing Strategies • Promotion: Promotion Mix Tools, Direct and Online Marketing 	25	1	25
3	<p>Objective: To understand the concept of Customer Relationship Management.</p>	25	1	25

	<ul style="list-style-type: none"> • Meaning, Definition, Significance and Components of Customer Relationship Management (CRM). Techniques of Building Customer Relationship • Customer Service, Customer care, Customer Delight • Effective Customer Acquisition • Customer Satisfaction – Meaning, Methods and Techniques of Customer Satisfaction 			
4	<p>Objective: To provide insight into creating customer value.</p> <ul style="list-style-type: none"> • Managing Customer Complaints – Types, Effective ways of Managing Customer Complaints • Customer Retention - Techniques or Strategies of Retaining customers, Important stages in Retention process of CRM • Building Customer Loyalty • Creating Competitive Advantages 	25	1	25

Reference Books:

1. Kotler, P., & Armstrong, G. (2017). *Principles of Marketing*, (17th Edition) Pearson Education.
2. Kotler, P., & Keller, K. (2017). *Marketing Management*, (15th Edition), Pearson Education.
3. Saxena, R. (2017). *Marketing Management*, (5th Edition), McGraw Hill Education, New Delhi.
4. Galka, R., & Baran, R. (2016). *Customer Relationship Management: The Foundation of Contemporary Marketing Strategy*, Routledge, Taylor & Francis.
5. Bhasin, J. (2012). *Customer Relationship Management*, Dreamtech Press.
6. Sugandhi, R. (2008). *Customer Relationship Management*, New Age International.

Latest edition of books may be used.