

UDHNA CITIZEN COMMERCE COLLEGE &  
SPB COLLEGE OF BUSINESS ADMINISTRATION & SHRIMATI  
DIWALIBEN HARJIBHAI GONDALIA COLLEGE OF BCA & I.T.

S.Y.B.Com. Semester-IV

2025-26

SUBJECT- BUSINESS ADMINISTRATION.

**Unit 1-Marketing Management:**

Meaning of Market, Types of Market, Marketing & Marketing management & Scope of Marketing Management.

Concept of Marketing: Production concept, selling concept, marketing concept, social concept, product concept,

Traditional Retail marketing (Store and without store), Online Retail Marketing (meaning, Elements, Advantages & Disadvantages).

Modern Marketing: Meaning, Advantages & Disadvantages of Modern Marketing, Difference between Traditional Marketing and modern Marketing.

**Unit 2- Marketing Mix & Marketing Environment:**

Marketing Mix: Meaning Elements, 4P's and Dhaval Mehta's 8P's

Marketing Environment: Meaning, Factors of Micro and Macro Environment.

Product: Concept of Product, Product Life Cycle and Strategies, Product Development, Concept of Brand and Its Need

Pricing: Objectives and Methods of Pricing, Different Pricing Policies and Factors Affecting Pricing Policies,

Promotion: Meaning, Importance and Elements of Promotion Mix.

Market Demand: Meaning, Factors Affecting, Marketing in Different Situation of Market Demand

**Unit 3-Market Segmentation and Consumer Behavior:**

Market Segmentation-

Meaning and basis of Market segmentation and Its Advantages.

Consumer Behavior.

Factors influencing Consumers behavior, buying behavior Process,

#### **Unit-4 Marketing Research and Control**

Marketing Research-

Meaning, objectives, Importance, Scope and process of marketing research,

Marketing Control-Meaning, Importance & process.

#### **Unit-5 Non Profit Marketing:**

Introduction, How Non-profit Marketing Differs, scope of Non-Profit marketing, Fundamentals of Marketing and its Application to Nonprofits. Applying the fundamentals to Nonprofits.

#### **Unit-6 Case Study**