



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

MINOR

Subject: MARKETING

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
II	1	Fundamentals of Marketing	4	4
III	2	Consumer Behaviour	4	4
IV	3	Advertising	4	4
IV	4	Brand Management	4	4
V	5	Service Marketing	4	4
V	6	Digital Marketing	4	4

SEMESTER-II

COURSE 1: FUNDAMENTALS OF MARKETING

Theory

Credits: 4

4 hrs/week

COURSE OBJECTIVES:

- To enhance students' knowledge as regards to basics of marketing.
- To make the students the need and importance of market segmentation, targeting and positioning.
- To make students to understand the steps involved in developing a marketing plan.
- To develop practical insights into application of marketing concepts.
- To make students Know the recent trends in marketing.

UNIT 1: INTRODUCTION TO MARKETING:

Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment. Marketing Mix elements; Marketing Process.

Unit 2: SEGMENTING, TARGETING AND POSITIONING (STP):

Market segmentation, Meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Patterns of Targeting, Product positioning concept Positioning strategies.

UNIT-3: PRODUCT AND PRICING:

Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages. Pricing: Meaning, Objectives, Pricing Strategies - Skimming pricing, Penetration pricing and psychological pricing.

UNIT-4: PLACING AND PROMOTIONAL STRATEGIES:

Place-Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution. Elements of Promotional Mix- Advertising, Publicity, Public Relations, Sales Promotion, Personal Selling and Direct Marketing.

UNIT-4: Recent Trends in Marketing:

Green Marketing - Meaning, Importance, Use of Information Technology in marketing practices – Virtual marketing, E-buying behavior. Digital Marketing- Meaning and Importance.

Reference Books:

1. Philip Kotler, Marketing Management, Pearson Education.
2. W.J. Stanton, Michael J. Etzel & Bruce J. Walker, Fundamentals of Marketing, McGraw Hill International.
3. Ramaswamy V.S. & Namakumari S, Marketing Management: Global Perspective – Indian Context, Macmillan.
4. Tapan K Panda, Marketing Management, Excel Books.

SEMESTER-III

COURSE 2: CONSUMER BEHAVIOUR

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To explain the concept of Consumer Behaviour & describe Consumer research process in detail.
- To understand the factors affecting consumer behaviour in detail.
- To analyse the consumer decision process.
- To assess the impact of consumer's motivation, personality on the buying behaviour.
- To impart the basic knowledge of consumer protection rights.

UNIT I: INTRODUCTION TO CONSUMER BEHAVIOUR:

Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing: Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analysing Data & Report Preparation.

UNIT II: FACTORS AFFECTING CONSUMER:

Behaviour Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

UNIT III: CONSUMER DECISION MAKING PROCESS:

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

UNIT IV: CONSUMER MOTIVATION & PERSONALITY:

Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

UNIT V: MARKETING COMMUNICATIONS, CONSUMER RIGHTS:

Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Protection Act 1986, Rights of consumers.

Reference Books:

1. Leen G. Schiffman and L.H.Kanuk: Consumer Behaviour, Pearson Education
2. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
3. Kazmi : Consumer Behaviour, Excel Publishers.
4. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
5. Mukesh Chaturvedi and Abhivan Chaturvedi : Customer Relationship Management An Indian Perspective. Excel Books.

SEMESTER-IV
COURSE 3: ADVERTISING

Theory Credits: 4 4 hrs/week

Course Objectives:

- To understand the basics of Advertising and communication mix
- To use analytical skills in planning and evaluating advertising campaigns.
- To analyse critically the task of advertising under contemporary conditions.
- To evaluate the various types of policies that can be employed in guiding the advertising activity.
- To develop an awareness of the major types of advertising and role of ad agencies.

UNIT-1: INTRODUCTION TO ADVERTISING MANAGEMENT

Meaning, Importance of advertising, History, Classification and Functions. The Key Players, Types of Advertising Brand communication role in marketing, integrated marketing communication, Role of communication in Branding. Digital Advertising- Meaning, Components, Advantages, Limitations, Types of Digital Advertising.

UNIT-2: ETHICS AND REGULATION IN ADVERTISING

Advertising and social responsibility, Impact of Advertising, Deception versus Puffery Impact of advertisements on children Women and Advertising Ethics in Advertising; Regulatory Bodies Review of Regulatory Environment; Codes of ethics and regulatory bodies.

UNIT-3: ADVERTISING DESIGN AND MEDIA PLANNING:

Message Strategies. Types of Advertising Appeals. Executional Frameworks Sources and Spokespersons- Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness. Media mix.

UNIT-4: ADVERTISING & THE INDIAN ECONOMY:

Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy- Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle.

UNIT-5: AD AGENCIES:

Working of AD agencies- Various Functional Department, Types, Measures for gaining and reasons for loosing clients, Evaluation Criteria for Selecting an Advertising Agency, Functions of Advertising Agency.

Reference Books:

1. Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication", Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, "Advertising & Sales Promotion", Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, "Advertising & Promotion", McGraw Hill, Singapore, 1998.
4. S A Chunawalla (2013), Advertising, Sales & Promotions Management, 5th revised edition, Himalaya publishing house

SEMESTER-IV

COURSE 4: BRAND MANAGEMENT

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To understand the methods of managing brands
- To Understand strategies for brand management.
- To study how brand communication is done by organisations.
- To successfully establish and sustain brands and lead to extensions.
- To understand the brand performance in modern digital world

UNIT-I INTRODUCTION:

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

UNIT-II BRAND STRATEGIES:

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

UNIT-III BRAND COMMUNICATIONS:

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

UNIT-IV BRAND EXTENSION:

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

UNIT-V: BRAND PERFORMANCE:

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

Reference Books:

1. Branding Concepts and Process by Pati D, Publisher: Macmillan
2. Brand Positioning by Subroto Sen Gupta, Publisher: Tata McGraw-Hill
3. Product Management in India by R. C. Majumdar, Publisher: Prentice-hall of India Pvt Ltd.
4. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall,
5. Moorthi YLR, Brand Management –Vikas Publishing House

SEMESTER-V
COURSE 5: SERVICES MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To develop an understanding on service sector and services marketing.
- To learn about the service process and elements of services marketing mix.
- To understand and analyse customer expectations and perceptions towards services.
- To analyze the impact of service failure and develop service recovery strategies.
- To understand the functional aspects of various service sector units.

UNIT-I: INTRODUCTIONS TO SERVICES:

Role of services in Indian economy, nature of services, reasons for growth in service sector, types of services, difference between goods and services, need for service marketing and obstacles in service marketing- Growth in Services – Global & Indian Scenario.

UNIT-II: SERVICE MARKETING MIX:

Marketing management process for services -selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

UNIT-III: CUSTOMER EXPECTATIONS OF SERVICE:

Factors influencing customer expectations of service, issues involving customer service expectations, Customer perception of service.

UNIT-IV: SERVICE QUALITY, SERVICE RECOVERY:

Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee-Service quality issues and the human dimension in Services.

UNIT-V: MARKETING OF SERVICES:

Banking and Insurance, Health care, Hospitality services, retail services-Business process outsourcing (BPO).

Reference Books:

1. K.Ram Mohan Rao, Service Marketing, Pearson Education.
2. Vasant Venugopal and Raghu N, Services Marketing, Himalaya Publishing House.
3. P.N. Reddy , Services Marketing , Himalaya Publishing House.
4. S M Jha, Services Marketing, Himalaya Publishing House.

SEMESTER-V

COURSE 6: DIGITAL MARKETING

Theory

Credits: 4

4 hrs/week

Course Objectives:

- To understand the fundamentals of digital marketing.
- Basic knowledge of Digital Marketing and technical knowhow required for Digital Marketing.
- An overview of Digital marketing strategies and best practices.
- An Understanding of the concepts of Digital marketing.
- Understanding various types of Digital promotional formats

UNIT-1 INTRODUCTION:

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

UNIT-2: STARTING WITH THE WEBSITE:

Building Website using Website/ Blog Foundations of analytics- Search engine optimization- Key Words, Key Word planner tools, SEO- One page and Off page Techniques: Indexing and Key word placing and content optimization.

UNIT-3: E-MAIL MARKETING:

E-Mail as Marketing Strategy- Email marketing segmentation, personalization and mobile friendly design – E-Mail Marketing as a process- Building Email list, Email Marketing Strategy and Monitoring, Email atomization.

UNIT-4: CONTENT MARKETING FOUNDATIONS:

Content Marketing Ecosystem, Content for Blogs and videos, Using contents for storytelling, Blogs for content marketing- Content marketing for staying relevant- Newsletters for content marketing. Integrated Content Marketing, Google Ads.

UNIT-5: DIGITAL MARKETING PROMOTION:

Types of Various Ad Formats: PPC, Banners, Video Ads, App Ads, Facebook advertising, Twitter Advertising, YouTube Advertising, LinkedIn Marketing. Affiliate Marketing, Influence marketing.

Reference Books:

1. Puneet Singh Bhatia: Fundamentals of Digital Marketing, 2nd Edition, Pearson
2. Dave Chaffey; Fiona Ellis- Chadwick: Digital Marketing Strategy, Implementation and Practice, 11th Edition, Pearson
3. Damian Ryan: Understanding Digital Market: Marketing Strategies for Engaging the Digital Generation, 4th Edition, Kogan Page
4. Swaminathan T.N and Karthik Kumar: Digital Marketing: From Fundamentals to Future, Cengage.
5. Seema Gupta: Digital Marketing , McGraw Hill Education (India) Private Limited.