

Course Title	APPLICATION OF DIGITAL MARKETING
Term/Semester	III
Course ID	21MBA131
Credits	3

Introduction:

Digital marketing is now spreading like a virus because of the extraordinary results that it offers. It is now the most popular field of marketing. Digital marketing is a vast concept which includes online blogging, SEO marketing, online marketing and online campaigns. With the internet penetrating in our life, digital marketing has made itself the most affordable means of reaching a larger number of customers at the national, global and regional level. This popularity of the marketing tool has made the subject challenging and imperative for every student to learn the digital marketing skills. The course will help the students to learn the key skills required for digital marketing.

Course Outcomes (COs):

After the completion of the course, the students will be able to:

- CO1: To plan and create a website.
- CO2: To be able to apply e-mail marketing tools.
- CO3: To understand and apply mobile marketing.
- CO4: To create and develop social media identity using social media tools.
- CO5: To provide an understanding about content marketing.

Course content and Structure:

(36 hours)

Module 1: Planning and creating Website

6 hours

- Brand awareness, credibility, and delivery among consumers
- Practical demonstration on how to create a website
- How to incorporate design and other elements into the website

Module 2: E-Mail Marketing

6 hours

- Importance of Email Marketing
- Email Marketing Platforms
- Creating & Tracking e-mailers
- Open Rates & CTR of e-Mailers
- Create Forms Create Opt-in Lists

Module 4: Mobile Marketing

6 hours

- Mobile Advertising overview; Mobile Advertising Models: Mobile Marketing features- Location based services; Social marketing on mobile
- QR Codes; Tracking mobile campaigns- Mobile Analytics,
- Building Mobile Apps



Module 3: Creating and developing Social Media Identity

12 hours

- Using Facebook for running an advertising campaign; creating page, boosting campaign, tracking and monitoring
- LinkedIn Marketing; Using LinkedIn for professional networking; Creating professional LinkedIn profile; Identifying job or part-time opportunities
- Instagram Marketing- How to become an influencer; Post and hashtag strategy; Using Instagram for business opportunities
- Twitter Marketing; Overview of Twitter; Composing a Tweet; Using Hashtag; Pinning & sharing tweet; Creating followers
- YouTube- Creating a channel on YouTube; Increasing impression & reach; How to increase followers

Module 5: Content marketing

6 hours

- Blogging
- Article Marketing
- CTC via Content
- Guest Blogging
- Content Marketing Tools

Pedagogy:

- Classroom Discussion
- Expert talk
- Practice based teaching
- Project Based learning
- Case based teaching
- Research based teaching

Teaching Learning Resources:

Essential readings

1. Digital Marketing Seema Gupta McGraw Hill Education 2017
2. Marketing 4.0: Moving from Traditional to Digital Philip Kotler, Hermawan Kartajaya, Iwan Setiawan Wiley 2017.
3. Fundamentals of Digital Marketing Puneet Bhatia Pearson Second Edition
4. Deepak Bansal, A Complete Guide to Search Engine Optimization, B.R Publishing Corporation, 1st Edition, 2009
5. Grienstein and Feinman- E-commerce –Security, Risk Management and Control (TMH,The Consumer Decision Journey, McKinsey Quarterly, No3, 2009
6. Ramsey, Seven Guidelines for Achieving ROI from Social Media, eMarketer, 2010
7. Digital Marketing Swaminathan T N, Karthik Kumar Cengage Learning India Pvt. Ltd 2019

Reference Books

- 1.Social Media Marketing Tracy L Tuten, Michael R Solomon SAGE Second Edition.
- 2.Digital Marketing Ian Dodson Wiley 2016.
- 3.Strauss.J and Frost. R, “E- Marketing”, Pearson Education, 5th Edition, 2009

Supplementary readings

1. <https://www.financialexpress.com/brandwagon/how-b2c-brands-are-re-aligning-their-digital-marketing-strategy-for-e-commerce/2342291/>
2. <https://yourstory.com/2021/10/digital-agency-reimagining-marketing-creating-inspirational-stories/amp>
3. <https://ceoworld.biz/2021/09/27/5-emerging-digital-marketing-strategies-to-try-in-2022/>

4. <https://www.indiatoday.in/education-today/jobs-and-careers/story/career-in-digital-marketing-skills-needed-job-roles-and-other-details-1854788-2021-09-20>
5. <https://www.hospitalitynet.org/news/4106776.html>
6. <https://www.coursera.org/specializations/digital-marketing>
7. <https://www.simplilearn.com/advanced-digital-marketing-certification-training-course>
8. <https://www.udemy.com/courses/marketing/digital-marketing/>
9. Pearson e – library ; <https://elibrary.in.pearson.com/bookshelfDashboard>
10. EBSCO : <https://www.ebsco.com/search?search=supplychainmodel>
11. Jgate: <https://jgateplus.com/home/resources/>

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	2	-	1	-	-	1	1	2	-	-
CO2	2	3	-	2	-	-	3	3	1	-	-
CO3	2	3	-	2	-	-	3	3	1	-	-
CO4	2	3	-	2	-	-	3	3	1	-	-
CO5	1	3	-	2	-	-	3	3	1	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline	Course Outcome
1	End Term Exam	Individual	50	At the end of the semester	All
2	Internal test 1	Individual	5	After completion of 2-3 modules	All
3	Internal test- 2	Individual	5	After completion of all the modules	All
4	Attendance and Class participation	Individual	10	At the end of the semester	All
5	Remaining assignments (Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester	All

Course Title	SALES AND DISTRIBUTION MANAGEMENT
Term/Semester	III
Course ID	21MBA132
Credits	3

Introduction:

The objective of this course is to help students to understand the Sales & Distribution functions as integral part of marketing functions in a business firm. Globalization; increased competition; rapid changes in communication and information technology and need for higher level of customer orientation have made sales and distribution management extremely important. This course will make students appreciate the role of sales managers in the context of Indian economy with particular reference to essential consumer and industrial goods and services.

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Understand and appreciate the importance of Sales & Distribution as integral part of marketing function in a business firm.

CO2: Apply techniques and approaches required for effective decision making in the areas of Sales and Distribution.

CO3: Develop understanding of the various aspects encompassing sales management; logistics and distribution management.

CO4: Analyze the problems involved in distribution management and suggest measures to overcome these problems.

CO5: To develop skills critical for generating; evaluating and selecting sales and distribution strategies.

Course content and Structure:

(36 hours)

Module 1: Introduction to Sales Management

8 Hours

- Nature and scope of sales management
- Types of sales management positions
- Objectives and Process of personal selling
- Transactional and Relationship selling

- Theories of personal selling; personal selling strategies
- Sales forecasting and budgeting decisions
- Emerging trends in selling

Module 2: Sales Force Management

8 Hours

- Designing Sales Territories; sales quotas and sales organization structures;
- Sales Force Management: Recruitment and selection of sales force; Training; motivating and compensating the Salesforce; controlling the Salesforce

Module 3: Introduction to Distribution Management

8 Hours

- Introduction; need and scope of distribution management;
- Marketing channels strategy; levels of channels
- Channel Integration - VMS; HMS; Channel Management; and Marketing channel Policies & legal issue
- Institutions for channels- wholesaling and retailing;
- Designing channel systems; channel management;

Module 4: Market logistics and supply chain management

8 Hours

- Definition & scope of logistics;
- Components of logistics; inventory & warehouse management; transportation;
- Channel information systems;
- Distribution management in international markets;
- Indian Distribution Scenario at Present

Module 5: Emerging Trends in Sales and Distribution Management

4 Hours

- IT Enabling the logistics function in e-commerce; Efficient consumer Response; Category management; Quick Response Logistics
- Technology in Logistics: EDI; Bar Coding; RFID
- Pricing in GST Environment

Pedagogy:

The course will use the following pedagogical tools:

- Class room teaching
- Case based teaching
- Project based teaching
- Experiential learning
- Interactions with the experts in sales and distribution management
- Role Plays

Teaching Learning Resources:

Essential readings:

- Krishna K. Havaldar; Vasant M. Cavale Sales & Distribution Management Tata McGrawHill Latest Edition
- Richard R. Still; Edward W. Cundiff; Norman A.P. Govoni Sales Management Decisions; Strategies & Cases Pearson Latest Edition \
- Johnson F.M.; Kurtz D.L.; Scheuing E.E. Sales Management: Concepts; Practice; and Cases Tata McGrawHill Latest Edition

References:

- David Jobber; Geoffrey Lancaster Selling & Sales Management Pearson Latest Edition
- Tanner; Honeycutt; Erffmeyer Sales Management Pearson Latest Edition
- Mark W. Johnston; Greg W. Marshall Sales Force Management Tata McGrawHill Latest Edition
- William L. Cron; Thomas E. DeCarlo Sales Management Wiley Latest Edition
- Dr. S. L. Gupta; Sales & Distribution Management Excel Latest Edition
- Panda Tapan K.; Sahadev Sunil Sales & Distribution Management Oxford Latest Edition

Supplementary Resources:

- <https://jgateplus.com/search/login/>
- <https://www.ebsco.com/products/research-databases/hbr-ascend>
- <http://elibrary.in.pearson.com/>
- <https://onlinecourses.nptel.ac.in/>

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	1	1	3	-	2	-	-	2	-	-
CO2	-	-	1	-	1	-	-	3	-	1	-
CO3	3	-	-	-	-	-	-	1	-	1	-
CO4	-	1	-	1	-	3	2	1	1	3	1
C-5	1	1	-	1	-	1	3	1	-	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

Course Title	SERVICE AND RETAIL MARKETING
Term/Semester	III
Course ID	21MBA133
Credits	3

Introduction:

This course emphasizes on gaining competitive advantage in the retail and services marketplace by providing in-depth understanding of the competitive implications affecting marketing strategies. It covers the factors that govern the decision to enter retail markets and analyzes planning; organizing; and managing marketing strategy. Organizations are becoming increasingly aware of the importance of understanding what their customers want and therefore the necessity to develop products and services that meet their needs and aspirations. Organizations which place the customers at the forefront of all decision-making and take a marketing-led approach are able to create competitive advantage and build brand loyalty. The subject will introduce students to Services Marketing and Retailing Management.

Course Outcomes:

Having successfully completed this course; student will be able to:

CO1: Understand and appreciate the opportunities and challenges in Management of retail business and Services in the Indian context

CO2: Sharpen their problem solving skills and enhance their sales practice in Services and retail markets.

CO3: Understand and appreciate the services domain from a marketing perspective.

CO4: Explore retailing as a business and have a comprehensive view of store management functions.

CO5: Learn the essential components of a service and retailing business

Course content and Structure:

(36 hours)

Module 1: Foundations of services marketing

8 Hours

- The services concept; Service Industry; Nature of Services;
- Distinctive Characteristics of Services;
- Classification of Services; Importance of Services Marketing

- The Growth in Services; Global & Indian Scenarios;
- Opportunities and challenges in Management of Services in the Indian context
- Extended Services Marketing Mix -7 Ps of Services Marketing.
- Service gaps framework; perceived service quality; models of service marketing.

Module 2: STP Strategy for Services and new service development **8 hours**

- Service Segmentation: Meaning and elements;
- Service Targeting: meaning and elements;
- Service Positioning: meaning and elements;
- Service Strategy: Meaning of strategy and its elements; Strategic process;
- Differentiation
- Process of new service development;
- Service Quality Measurement and Service Mapping;
- Service Failure and Recovery.

Module 3: Introduction to Retailing **8 Hours**

- Types of retailers and Retail formats
- Segmenting and targeting in retail
- Consumer shopping behavior and decision making process;
- The concept of franchising;
- Retail mix;
- Measuring performance in retail;
- Retail strategy

Module 4: Key elements of store operations and IMC in retailing **8 Hours**

- Key elements of store operations and managing touch points;
- Role of a store manager
- Retail location selection;
- Store design and layouts;
- Visual Merchandising
- Merchandise Management
- Introduction to private labels.
- Integrated marketing Communications in retailing;

Module 5: E-Retailing **4 Hours**

- Introduction, Types of Technology in Retailing, Role of IT in Business;
- Influencing Parameters for use of IT in Retailing-barcode, RFID
- Effective Management of Online catalogues; Direct Retailing Methods
- Database Management; Data warehousing;

- Critical Analysis of E-Retailing Strategies;
- AI and Retailing

Pedagogy:

The course will use the following pedagogical tools:

- Class room teaching
- Case based teaching
- Project based teaching
- Experiential learning through Retail visit
- Interactions with the experts in service marketing and retailing
- Role Plays

Teaching Learning Resources:

Essential readings:

1. Valarie A Zeithml; Mary Jo Bitner and Ajay Pandit; Services Marketing – Integrating customer focus across the firm; McGraw hill – Irwin Publication; 6th Edition; 2-12.
2. Swapna Pradhan; “Retailing Management Text and Cases”; Tata McGraw Hill Education; 4th edition; 2-12.
3. Michael Levy; Barton Weitz and Ajay Pandit; Retailing Management; McGraw Hill Education; 8th edition; 2-12.
4. Sinha, Uniyal- Managing Retailing, Oxford University Press, Delhi

REFERENCES:

Students can also refer to other books to supplement their study:

- A. Paco Underhill; Why we buy – The Science of Shopping; Simon & Schuster; Updated and revised edition; 2--8.
- B. G P Sudakar; Integrated Retail Communication; Prentice Hall of India Private Ltd; 2-12.
- C. Sriram B Iyer; Retail Store Operations; Tata McGraw Hill Education Private Ltd. 2-11.
- D. Rosemary Varley and Routledge; Retail Product Management: Buying and Merchandising; Routledge Publication 2nd Edition; 2--5.

Supplementary Reading:

- <https://jgateplus.com/search/login/>

- <https://www.ebsco.com/products/research-databases/hbr-ascend>
- <http://elibrary.in.pearson.com/>
- <https://onlinecourses.nptel.ac.in/>

CO-PO Mapping:

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 1-	PO 11
CO1	-	1	1	3	-	2	-	-	2	-	-
CO2	-	-	1	-	1	-	-	3	-	1	-
CO3	3	-	-	-	-	-	-	1	-	1	-
CO4	-	1	-	1	-	3	2	1	1	3	1
C-5	1	1	-	1	-	1	3	1	-	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

Course Title	Neuromarketing & Consumer Behaviour
Term/Semester	III
Course ID	21MBA134
Credits	3

Introduction:

A diverse and fascinating range of internal and external factors influences even the simplest buying decisions. An understanding of the driving forces behind why customers buy can empower a marketer to reach key consumers. This course equips the students to understand how do we make decisions as consumers? What do we pay attention to, and how do our initial responses predict our final choices? To what extent are these processes unconscious and cannot be reflected in overt reports? This course will provide students with an introduction to some of the most basic methods in the emerging fields of consumer behaviour. The course will also help the students to learn about brain mechanism that influence consumer choice and it will give an overview of the current and future uses of neuroscience in business.

Course Outcomes (COs)

CO1: To demonstrate an understanding of consumer behavior study and its application.

CO2: To analyze the individual factors such as need, motivation, goals influencing consumer behavior.

CO3: To analyze social and cultural factors that affect consumer behaviour and its decision making.

CO5: To understand & appreciate about neuromarketing study.

CO6: To understand and appreciate what neuromarketing measures & ethics in neuromarketing.

Course content and Structure :

(36 hours)

Module 1: Introduction

4 hours

- Definition and scope of CB
- Development of consumer behavior
- Consumer research
- Characteristics of Indian Consumers
- Application of consumer behaviour study in marketing

Module 2: Consumer as an individual

12 hours

- Consumer needs and motivation; Needs, goals and Motivation-positive and negative motivation; rational versus emotional motives; the dynamic nature of motivation
- Frustration; defense mechanism, multiplicity of needs, need and goals vary among individual
- Arousal of motives; physiological, emotional, cognitive, environmental
- Personality theories; Meaning, Freudian theory, Jungian, Neo-Freudian and Trait theory
- Self and self-image; one and multiple selves, the makeup of self-image, extended self, altering self
- Perception; elements, absolute and differential threshold, subliminal and supraliminal perception, Gestalt Principles, dynamics of perception
- Consumer learning theories; elements, classical conditioning theory, Instrumental conditioning theory, cognitive learning theory, observational learning theory.
- Attitudes; Tri-component model, sources of forming attitude and strategies to change attitude

MODULE 3: Consumer in their social and cultural settings & consumers decision making process **9 hours**

- Consumer relevant reference groups, opinion leaders
- Family life cycle; functions of family
- Meaning and influence of culture on consumer behavior; Consumer decision making process
- Levels of consumer decision making
- Four views of consumer decision making
- Models of consumer decision process; Nicosia- Howard Sheth and Engel-Kollat- model

MODULE 4: Introduction to neuromarketing **6 hours**

- An overview of neuroscience and neuromarketing; key concepts
- Key methods and reasons for employing neuroscience to study consumers and communication effects
- Interdisciplinary nature of Neuromarketing
- Neuromarketing versus traditional methods - key benefits and issues
- Techniques used in neuromarketing.

MODULE 5: What neuromarketing measures & ethics in neuromarketing **5 hours**

- The core consumer responses: attention, emotion, learning & memory
- Decision making and consumer choice
- Judgment heuristics and consumer choice: Framing, loss aversion, anchoring
- Neuroethics and Consumer Aberrations

Pedagogy:

- Classroom Discussion
- Expert talk
- Practice based learning
- Case based teaching
- Research based teaching
- Experimental learning

Teaching Learning Resources:

Essential readings-

1. Schiffman LG, Wisenblit J and Kumar R S Consumer Behaviour, 12th Edition Pearsons (2019)
2. Sethna R, Blythe J Consumer Behavior 4^e, Sage Publications (2019)
3. Sangeetha Sahwney .Consumer Behaviour ,Oxford University Press
4. Dutta T, and Mandal M K Neuromarketing in India, Routledge (2018)
5. Ramsay T Z; Introduction to Neuromarketing & Consumer Neuroscience.
6. Steidl. Neuromarketing for Dummies. John Wiley & Sons, 2013. ISBN-10: 1118518586, ISBN-13: 978-1118518588.
7. Bridger, Darren. Decoding the Irrational Consumer: How to Commission, Run and Generate Insights from Neuromarketing Research. Kogan Page Publishers, 2015. ISBN-10: 0749473843, ISBN-13: 978-0749473846.

Reference Books

1. Solomon, Consumer Behavior 13th Edition Pearsons (2019)
2. Bijapurkar R, Never Before World, Penguin (2014)
3. Kable, Joseph W. (2011), "The Cognitive Neuroscience Toolkit for the Neuroeconomist: A Functional Overview," Journal of Neuroscience, Psychology and Economics, 4 (2), 63- 84.
4. Yoon, Carolyn, Richard Gonzalez, Antoine Bechara, Gregory S. Bems, Alain A. Dagher, Laurette Dube, et al. (2012), "Decision Neuroscience and Consumer Decision Making," Marketing Letters, 23 (2), 473-85.

5. Smidts, Ale, Ming Hsu, Alan G. Sanfey, Maarten A.S. Boksem, Richard B. Ebbstein, Scott A. Huettel, et al. (2014), "Advancing Consumer Neuroscience," Marketing Letters, 25 (3), 257-67.

Supplementary readings

- <https://hbr.org/2019/01/neuromarketing-what-you-need-to-know>
- <https://www.neurosciencemarketing.com/blog/articles/what-is-neuromarketing.htm>
- <https://www.eminentseo.com/blog/what-is-neuromarketing-vs-traditional-marketing/>
- <https://www.frontiersin.org/articles/10.3389/fnins.2020.577666/full>
- <https://www.singlegrain.com/digital-marketing/neuromarketing-101-how-neuroscience-affects-customers-buying-behaviors/>
- Pearson e – library ; <https://elibrary.in.pearson.com/bookshelfDashboard>
- EBSCO : <https://www.ebsco.com/search?search=supplychainmodel>
- Jgate: <https://jgateplus.com/home/resources/>
- <https://www.coursera.org/learn/neuromarketing>
- <https://nptel.ac.in/courses/110/105/110105074/>
- <https://nptel.ac.in/courses/110/105/110105054/>

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	1	2	-	1	-	-	1	1	2	-	-
CO2	2	3	-	2	-	-	3	3	1	-	-
CO3	2	3	-	2	-	-	3	3	1	-	-
CO4	2	3	-	2	-	-	3	3	1	-	-
C05	1	3	-	2	-	-	3	3	1	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline	Course Outcome
1	End Term Exam	Individual	50	At the end of the semester	All
2	Internal test 1	Individual	5	After completion of 2-3 modules	All
3	Internal test- 2	Individual	5	After completion of all the modules	All
4	Attendance and Class participation	Individual	10	At the end of the semester	All
5	Remaining assignments (Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester	All

Course Title	PRODUCT AND BRAND MANAGEMENT
Term/Semester	III
Course ID	21MBA135
Credits	3

Introduction:

This course as part of the marketing electives will provide students/learner's an understanding on product and brand management principles and practices as per the current business necessities.

The course will provide product development knowledge – product ideation to product validation and go -to -market strategies, techniques of building customer experience.

Building and Managing Brands – Process of building a brand, Method of monitoring the growth of a brand, measuring the brand equity for a brand.

Course Outcomes (COs):

On completion of the students will be able to :

CO1: To understand and appreciate the importance of developing new product for every type of business.

CO2: Develop the ideation process and marketing strategies to ensure product delivery.

CO3: Apply branding strategies while assessing the customer experience.

CO4: Analyze and propose Brand equity building models and measurement tools.

CO5: Integrate product and branding know -how to effectively manage a successful brand.

Course content and Structure:

(36 hours)

Module 1: Product Concept, Ideation and Validation

(05 Hours)

- Product Concepts: What is a product, Classification and levels of Product,
- Product Mix concepts: Product Line, Product Length, Product Depth, Product Breadth. Product mix decisions: Line extension and stretching strategies.
- Product Ideation and Validation: Idea generation. Feasibility and Validation of idea.
- Product Market Fit: Personas. User Stories, User Journey Maps. Introduction to user experience.

Module 2: Market analysis, Market identification and Go-to Market Strategies

(07Hours)

- Market analysis: methods and tools - qualitative and quantitative. Competitor analysis: Assessing Competitors: analysis of competitive set, Right segmentation criteria and define potential markets Market models: Value proposition design, Risk return analysis.
- Market Identification and Planning: Category Attractive Analysis.
- Product Strategies, Life Cycle Based Strategy. Identifying and Prioritizing Customer Experience Journey.

Module 3: Introduction to Branding

(6Hours)

- Branding: Importance of Branding, element of a brand, Brand Identity Prism Model.
- Brand Personality: Building Brand personality – David Aaker's Model.
- Positioning in branding, various positioning strategies: Point of Parity and Point of Difference. Tool for positioning decision-Perceptual Maps.
- Introduction to Brand Knowledge: Awareness & images, Brand Images in terms of attributes & benefits.

Module 4: Meaning of Brand Equity-Building and Measuring Brand Equity

(9 Hours)

- Meaning of Brand Equity -Building brand equity. Brand value
- Customer Based Brand Equity (CBBE) model: Awareness, Brand Image, Brand Knowledge, Brand Attention, Brand Resonance.
- Measurement of Brand Equity: Inter brand organization. Brand Audit, Brand Audit report.

Module 5: Contemporary Developments in Product and Brand Management

(9 Hours)

- Product management in: Lean management and Agile management.
- Product development and monetization in startups
- Introduction to User experience and defining touchpoints roles.
- Product Marketing Metrics and Tools: HEART framework, Agile Framework.
- Digital Marketing Framework: Salience, Authority, Engagement, Advocacy.

Pedagogy:

- Class Discussion
- Expert Workshops and Seminars
- Expert's Video lecture Class
- Case Discussions
- Simulations
- Activity -Based Teaching
- Project -Based Learning.

Teaching and Learning Resources:

Recommended Books

- Product Management-Donald R Lehmann, Russell S. Winer, Mc Graw Hill Publication, 4th Edition,2017,
- Product and Brand Management -Tapan K.Panda, Oxford University Press, First Edition,016,
- Product Management Case Study Approach Devesh Verma ,Amazon Asia Pacific Holding, First Edition,2020.
- Strategic Brand Management, Kevin Lane Keller, Pearson India Pvt. Ltd, 4E. (2013)
- Brand positioning: strategies for competitive advantage. Sengupta, S. (2005). Tata McGraw-Hill Education.

Reference Books:

- Richard Elliott, Percy & Pervan, Strategic Brand Management, 2E. Oxford University
- Brand positioning: strategies for competitive advantage. Sengupta, S. Tata McGraw-Hill Education, First Edition,2005.
- Product management in India. Majumdar, R. (2007). PHI Learning Pvt. Ltd.
- Product Management, Gupta, S.L, Wisdom Publications.
- Product and Brand management ,2009, U C Mathur, Excel Books New Delhi

Supplementary Resources

- <https://www.coursera.org/learn/brand-management> (By IE business school, Madrid).
- https://onlinecourses.swayam2.ac.in/imb19_mg04/preview (By Swayam-IIMB).
- EBSCO: <https://www.ebsco.com/academic-libraries/products/ebooks>
- <http://www.mhhe.com/lehmann05>
- <https://interbrand.com/thinking/best-global-brands-2020-download/>
- Online Cases: <https://www.marketingsherpa.com/article/case-study/branding-8-lessons-most-effective-brand-decisions-every-day#.YJhJRAOwCL8.gmail>
- www.afaq.com Branding information
- <https://www.futurebrand.com/our-work/cheerios>
- WARC Journal: <https://www.warc.com/>
- J-Gate: Journal of Product and Brand Management , Journal of Brand Management
- <https://elibrary.in.pearson.com/bookshelfDashboard>

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11
CO1	3	3	3	2	2	3	2	3	3	1	1
CO2	3	2	3	3	2	3	2	3	2	2	2
CO3	3	3	3	3	1	3	2	3	2	1	1
CO4	3	3	3	3	1	3	3	3	1	1	-
CO5	3	3	1	3	1	3	3	3	1	1	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

Course Title	CUSTOMER EXPERIENCE MANAGEMENT
Term/Semester	III
Course ID	21MBA136
Credits	3

Introduction:

Customers play an active role in interactions with companies and taking part in value creation. Customer engagement in value creation process creates new frontiers for the companies and gives them a wide range of advantages because customers can bring new knowledge and experience that have not been available with the organizations. Digital transformation is the integration of digital technology into all areas of a business, resulting in fundamental changes in how a business operates and the value they deliver to their customers. Companies should establish new engagement platforms and environments of experiences that facilitate customer interactions with a company's products, processes, employees, as well as customer communities. In the course the students will discover the phenomena of customer experience and consider theoretical background of customer experience management. Secondly Customer Experience concepts and building experience journey are highlighted. Thirdly CEM and Total customer experience management is addressed.

Course Outcomes (COs):

Having successfully completed this course student will be able to:

CO1: Understand the concepts of experiential marketing, value creation and challenges of creating memorable customer experiences

CO2: Apply skills in designing and building excellent customer experiences through rigorous research into customer needs and creating a customer journey map.

CO3: Create an experiential platform with Customer inter-face design and manage total customer Experience (TCE)

CO4: Build Customer Experience Management framework contributing towards sustainable business development.

CO5: Design CEM for different customer segments and analyze best practices in CEM across the sectors.

Course content and Structure: **(36 hours)**

Module 1: Introduction to Customer Experience **(6 Hours)**

- New twist in economy development: Experience Economy
- Traditional marketing vs experiential marketing
- Key characteristics of experiential marketing
- Customer, Types of general customers, changing role of customers
- Customer value concept: economic and marketing viewpoints
- Transformation of the value creation process.
- Value co-creation: definition, analysis of stakeholders involved
- Aligning employee behavior with customer-focused culture

Module 2: Customer Experience Concept – Building Customer Journey (12Hours)

- Customer experience: physical and emotional aspects
- CX construct: cognitive, affective, social and physical components
- Customer Experience Pyramid; Customer experience and brand experience
- Types of CX: product experience, shopping, service experience, consumption experience
- Conceptual model of CX creation; Customer experience mapping
- Identifying the customer's life-long experience for different customer segments
- Customer decision-making cycles & Customer buying cycles
- Customer lifecycles and the customer journey
- Tracking customer experience along touchpoints
- Research techniques and empirical results of customer experience tracking
- Measuring CX using Customer experience analytics
- CX audit; Customer experience index; Impact of CX on customer satisfaction.

Module 3: Customer Experience Management (8 Hours)

- From CRM to CEM; Basic principles of Customer Experience Management
- Analysing the experiential world of the customer
- Building the experiential platform
- Customer inter-face design
- Managing total customer experience (TCE); Models of TCE-static and dynamic
- Organizational requirements for CEM and Employee experience
- Constant improvement of CX and Outcomes of improved CX

Module 4: CEM Implementation and Measurement (5 Hours)

- Making a start with CEM implementation
- 360° CEM framework; developing an holistic- organization wide approach
- CEM and customer data management and analysis
- IT alignment; Multi-channel alignment
- Organisational and Management alignment
- CEM measurement and developing customer-centric KPIs

Module 5: Customer Experience Transformation (5Hours)

- Developing customer experience management strategy for various industries;
- Outcomes; customer loyalty, retention and advocacy
- CEM design for different customer segments
- Analyzing contemporary CEM
- Best practices across sectors
- Future CEM, trends and implications for CEM

Pedagogy:

- Class Room Discussion
- Activity Based Teaching
- Project Based Learning
- Workshop & Seminar from Industry practitioners
- Role play and Simulations
- Field visits to Customer centric firms
- Case Based Teaching- Text & Multimedia cases

Teaching Learning Resources:

Recommended Books

1. B. Joseph Pine II, & James H. Gilmore. (2019)- The Experience Economy, With a New Preface by the Authors : Competing for Customer Time, Attention, and Money. [N.p.]: Harvard Business Review Press.
2. Batat, W. (2019). Experiential Marketing : Consumer Behavior, Customer Experience and the 7Es. Abingdon, Oxon: Routledge.
3. Prahalad, C. K., & Ramaswamy, V. (2004). The Future of Competition : Co-Creating Unique Value with Customers (Vol. [Academic Subscription]). Boston, Massachusetts: Harvard Business Review Press.
4. Bernd H. Schmitt -Customer Experience Management: A Revolutionary Approach to connecting with Your Customers by (2003-01-31) Hardcover – January 1, 1802

Reference Books

1. Hamed AL-Rubaiee, Khalid Alomar, Renxi Qiu, & Dayou Li. (2018). Tuning of Customer Relationship Management (CRM) via Customer Experience Management (CEM) using Sentiment Analysis on Aspects Level.
2. Daffy, C. (2019). Creating Customer Loyalty : Build Lasting Loyalty Using Customer Experience Management. London: Kogan Page. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&site=eds-live&db=edsebk&AN=20920>
3. Understanding Customer Experience Throughout the customer Journey (2016)- Journal of Marketing , 80(6)-96.

Supplementary Resources

1. <https://nptel.ac.in/courses/110/106/110106135/>
2. <https://elibrary.in.pearson.com/login>
3. Udemy-Manas Filippou 2021-Customer Experience Management (CX): Masterclass 2021. <https://www.udemy.com/course/customer-experience-management-course-client-service-success-strategy/#instructor-1>
4. Udemy- Janne Ohtonen – Customer Experience Management blueprint: <https://www.udemy.com/course/customer-experience-management-blueprint/>

5. Coursera course- Customer Service Fundamentals- by Keith Gibson

<https://www.coursera.org/learn/customer-service-fundamentals>

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	1	1	1	1	2	3	2	1	1
CO2	3	3	2	2	1	1	2	3	2	1	2
CO3	3	2	3	1	3	2	2	3	2	1	2
CO4	3	2	2	1	3	2	2	3	2	1	3
CO5	3	3	2	1	3	2	2	3	2	1	3

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

Course Title	Integrated Marketing Communication
Term/Semester	IV
Course ID	21MBA141
Credits	3

Introduction:

The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme. At the end of the course, students will be able to understand, plan and implement campaign.

Course Outcomes (COs):

CO1: To understand & appreciate the key concepts used in integrated marketing communications.

CO2: To design creative strategy and media planning.

CO3: To develop objectives and budgeting for IMC.

CO4: To measure and evaluate an IMC performance.

CO5: To discuss the legal and ethical considerations in IMC.

Course content and Structure: (36 hours)

Module 1: Introduction to IMC 6 hours

- An Introduction to Integrated marketing communications
- Introduction to IMC tools; Advertising, sales promotion, public relations and publicity, personal selling, direct marketing and event sponsorship, covert advertising, Transit advertising, internet and interactive media, mobile marketing
- IMC Planning Process
- Introduction to Ad agency; Types of Ad agencies

Module 2: Creative Strategy and Media Planning 13 hours

- Creative strategy; appeals and execution styles, advertising execution, creative tactics for print and Television.
- Media planning: Basic concepts-media planning, media objectives, media strategies, medium, media vehicle, reach, frequency, coverage, cost per thousand (CPM), cost per ratings point (CRPR)
- Print Media; Newspaper- types of newspaper advertising, buying newspaper spaces; Magazine- Classification of magazine, Buying magazine spaces; strength and weakness of print media
- Broadcast Media;
 - Television-Players in Television Industry, Buying Television time
 - Radio- Players in Radio Industry, Buying radio time
 - strength and weakness of broadcast media.
- Out of Home Media; Type of outdoor media, transit media, buying outdoor media
- Developing Media Plan; Meaning and steps involved in media planning

Module 3: Setting Advertising Objectives and Budget

6 hours

- Setting communication objectives; sales vs communication objectives, DAGMAR approach for setting ad objectives
- Theoretical approach to budgeting; Marginal analysis and Sales response curve
- Factors influencing budget; Method to determine marcom budget

Module 4: Measuring IMC performance

6 hours

- Advertising testing process;
 - Pre-testing tools and techniques
 - concurrent testing tools and techniques
 - Post-testing tools and techniques

Module 5: Legal and ethical environment of promotion

5 hours

- Legalization affecting advertising
- Self-regulatory codes of conduct in Advertising
- Legal and Ethical concepts and issues in advertising

Pedagogy:

1. Visual presentation & Demonstrations
2. Classroom discussion
3. Practice based teaching
4. Case based teaching (Text and Multimedia)
5. Experts from Industry sharing experience (Workshop/ Guest Lecture)
7. Project based teaching
8. Group discussion and Debates

Teaching Learning Resources:

Essential readings

1. Advertising and Promotion: An Integrated Marketing Communications Perspective; George Belch and Michael Belch; McGraw-Hill; 10th edition (January 16, 2014); Edition: 10th Edition; ISBN: 0078028973
2. Advertising & Promotions: An IMC Perspective; Kruti Shah and Alan D'Soua (2009). 4th Edition Tata McGraw-Hill Education Private Limited; ISBN-13:978-0-07-008031-7
3. Integrated Advertising, Promotion, and Marketing Communications: Kenneth E Clow, University of Louisiana at Monroe Donald E Baack, Pittsburg State University; Pearson 8th Edition.

Reference Books

1. Advertising and Promotion: An Integrated Marketing Communications Perspective, Michael Belch, Keyoor Purani, George E. Belch, 9/e, 2013, McGraw-Hill Education India Pvt.Ltd
2. Integrated Advertising, Promotion and Marketing Communications, Kenneth E. Clow, Donald E. Baack, 6/e, 2014, Pearson Education India
3. Foundations of Advertising - Theory and Practice, K.C. Sethia, S.A. Chunawalla, 7/e, 2011, Himalaya Publishing House Pvt Ltd
4. Advertising Management, David A. Aaker, John G. Myers, Rajeev Batra, 5/e, 2002, Pearson Education India
5. Advertising and Promotions: An Integrated Brand Approach, Thomas O'Guinn, Chris Allen, Richard J. Semenik, Hans Rudiger Kaufmann, 6/e, 2012, South Western

6. Integrated Communication in advertising and Promotion, Terence A. Shimp, 8/e, 2012, Cengage Learning India Pvt Ltd
7. Case Studies in Marketing – Indian Context by R.Srinivasan, PHI, 5th edition, 2012

Supplementary readings

1. Media Week www.mediaweek.com
2. Ad Age www.adage.com
3. Ad Week www.adweek.com
4. Brand Week www.brandweek.com
5. Pearson e – library ; <https://elibrary.in.pearson.com/bookshelfDashboard>
6. EBSCO : <https://www.ebsco.com/search?search=supplychainmodel>
7. Jgate: <https://jgateplus.com/home/resources/>

CO-PO Mapping:

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	1	2	2		3	3	2	2	1
CO2	3	3	1	3	2		3	3	3	3	1
CO3	3	3		3	3		3	3	2	2	2
CO4	3	3		3	1	1	3	3	3	2	1
CO5	3	3		3	2	1	3	3	3	1	1

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline	Course Outcome
1	End Term Exam	Individual	50	At the end of the semester	All
2	Internal test 1	Individual	5	After completion of 2-3 modules	All
3	Internal test- 2	Individual	5	After completion of all the modules	All
4	Attendance and Class participation	Individual	10	At the end of the semester	All
5	Remaining assignments (Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester	All

Course Title	BUSINESS AND SOCIAL MARKETING
Term/Semester	III
Course ID	21MBA142
Credits	3

Introduction:

Business marketing is the practice of individuals or organizations i.e. commercial businesses, governments, and institutions promoting and selling products and services to other organizations. Meeting the needs of Business organizations and Society are very important for marketing professionals. Both are crucial and at the same time both demands different skills to cater to their requirements. Often termed industrial marketing, business to business (B2B) marketing is a key part of the marketing spectra in the workplace. At the same time the use of marketing principles to develop social marketing strategies and programs to bring behavioral change for a social good is also important.

Social marketing “sells” a behavior or lifestyle that benefits society, in order to create the desired change. This benefit to the public is the primary focus. Instead of showing how a product is better than competing products, social marketing “competes” against undesirable thoughts, behaviors, or actions. It promotes Health and Safety, Environment causes, Social activism etc. This course will teach the students the basic institutional details and principles of business marketing and social marketing. It will give the students tools and frameworks to think strategically in a fast changing Industrial Marketing landscape and examine issues of social responsibility in business and how marketing may be used to promote more environmentally and socially conscious business practices.

Course Outcomes (COs):

Upon successful completion of this course, students will be able to:

- CO1** - Understand and appreciate the environment of B2B Marketing & managing relationships in Business Marketing
- CO2** - Build business marketing strategy & analyse Customer Relationship Management practices to build B2B brand
- CO3** - Demonstrate skills to formulate implementable marketing strategies in the area of pricing and promotion of B2B products and services.
- CO4** - Analyze the Social Marketing environment and evaluate various social marketing strategies approved by the Business firms
- CO5** - Understand and appreciate the various Social Marketing Projects in India

Course content and structure: (36 hours)

Module 1- Introduction to Business Marketing

(6 Hours)

- Nature and scope of Business Marketing (B2B)
- Differences between B2B and B2C marketing
- Underlying factors influencing the demand, Types of customers in Business Marketing

- Classification of products in business markets and strategic perspectives of business marketing
- Organizational Buying Behavior & process
- Different buying situations; Factors influencing organizational buying behavior
- Industrial buying behavior models- The Webster & Wind model of Organizational buying behavior, Sheth Model of organizational buying

Module 2- Segmenting the Business Markets and Product Management (10 Hours)

- Segmenting, Targeting and Positioning of Business Market: Value based segmentation
- Benefits of segmentation; bases for segmenting of business markets
- Selecting market segments and isolating market segment profitability
- Managing products and services for business markets; defining the product market
- Analyzing Industrial Product Life Cycle, Developing Strategies for new and existing products
- Customer Relationship Management; Patterns of buyer-seller relationships and strategy
- Customer profitability and managing strategies
- Customer value proposition, building B2B Brand
- Formulating Channel Strategy; Nature of Business Marketing channels; Intermediaries, Direct and Indirect Channels
- B2B e-marketplaces and supply chain management.

Module 3: Pricing and Promotion Techniques in Business Marketing (6 Hours)

- Price Determinants; Factors that Influence the Pricing Strategies
- Pricing Methods and strategies; Concept of learning curves Competitive Bidding and Leasing
- Promotional Strategies; Communication Objectives, Role of B-2-B Advertising
- Sales Promotion in Industrial Markets, Trade shows and Exhibitions
- Business Marketing Communications; Managing the Industrial Sales Force
- Dimensions of selection, training, compensation, motivation, sales quotas and sales territories

Module 4: Introduction to Social Marketing and Developing Social Marketing Strategies (8 Hours)

- Evolution of social marketing; The Marketing mix of Social Marketing; Criteria for social Marketing programmes
- Stages of social marketing; Social Marketing Wheel; Challenges in social marketing
- Social marketing plan; Steps to develop a social marketing plan
- Product positioning; Creating a Product Platform and Branding
- Price; Determining Incentives and Disincentives; Setting prices for tangible Goods and Services
- Place; Making access convenient and pleasant, Develop place strategy, Social Franchising
- Promotion; Deciding on Messages and the Messengers, Creative strategies adopted by firms
- Selecting Communication Channels for Social Marketing

Module 5: Managing Social Marketing Programmes (6 Hours)

- Social Marketing programmes; Budgets and Funding Sources
- Monitoring and Evaluation of Programmes; Implementation and sustaining plans
- Application of social marketing models in Health Care and Public Health Management
- Social marketing Programmes; Family planning programme, Malaria control, obesity prevention, campaign, non- communicable diseases, HIV prevention, Oral health, National Tobacco control and Pulse Polio campaigns in India, Managing COVID pandemic.
- Trends in Social Marketing –Social Marketing Programmes by Private Organisations in India

Pedagogy:

- Class Room Discussion
- Activity Based Teaching
- Project Based Learning
- Workshop & Seminar from Industry practitioners
- Field visits to Socio-organisation/ NGO/ orphanages.
- Case Based Teaching- Text & Multimedia cases

Teaching Learning Resources:

Essential readings

1. Anderson, J. C., Narus, J. A., Narayandas, D. & D.V.R. Sheshadri (2016). Business market management: understanding creating and delivering value (3rd ed.)-Pearson Education.
2. Dwyer, R. F., & Tanner, J. F. (2015). Business marketing: Connecting strategy, relationships and learning (3rd ed.). New Delhi: Tata Mc Graw Hill Education.
3. Robert R Reeder & Reeder; Industrial Marketing, 2nd Edition; Prentice Hall International Publication.
4. Krishna K Havaldar, Business Marketing, Tata McGraw Hill Publication.
5. Michael D Hutt, Thomas W Speh, Business Marketing Management, Cengage Learning Publication.
6. Sameer Deshpande, Nancy R. Lee; Social Marketing in India, First Edition, Sage Publications
7. Nancy R Lee & Philip Kotler; Social Marketing: Behaviour Change for Social Good, Sage Publications.
8. Hutt, M. D., Sharma, D. & Speh, W. T. (2015). B2B Marketing (11th ed.). Cengage Learning

References Books:

1. Kotler, Ph., Lee, N. (2011). Social Marketing: Influencing Behaviors for Good- Sage Publications
2. Frank G Bingham Jr, Business Marketing, Tata McGraw Hill Publication.
3. Mukherjee H S, Industrial Marketing, Excel BOOKS Publication.
4. PK Ghosh, Industrial Marketing, Oxford University Press.
5. Evans, 2006 "How Social marketing works in Healthcare", BMJ, BMJ Publishing Group Ltd.
6. Kotler, P. and Lee, N- Up and out of poverty: the social marketing solution, Pearson Education

Supplementary Resources

1. <https://nptel.ac.in/courses/110/106/110106135/>
2. <https://elibrary.in.pearson.com/login>
3. MOOC in Marketing Plan: Learn to Write a Winning Marketing plan- Writing marketing plan innovative approach for Winning marketing plan, By Ali Hyder in Udemy
4. <https://www.ebsco.com/products/research-databases/sales-marketing-source>

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	3	3	2	3	3	2	1	2	2	3	2
CO2	3	2	3	2	3	2	1	3	3	2	2
CO3	2	2	1	3	2	2	1	2	1	1	3
CO4	2	2	2	3	2	1	-	3	2	3	1
CO5	2	-	-	2	2	2	-	1	1	3	2

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

Course Title	BUSINESS ANALYTICS FOR MARKETING
Term/Semester	III
Course ID	21MBA143
Credits	3

Introduction:

Data is critical for any organization and it also plays a vital role in helping managers take the right decision. Organizations have access to a variety of data related to their customers, channel partners, vendors, and others. After gathering and collecting data, converting the same into meaningful information and then deriving the correct interpretation is critical for organizations to grow and sustain in the present competitive environment. Organizations today use analytics to generate actionable insights which are required for effective and impactful decision making. This course will help to understand the essentials of marketing analytics and learn the techniques to address fundamental marketing challenges.

Course Outcomes (COs):

Having successfully completed this course, the student will be able to:

CO1: Understand and appreciate the concepts and application of Business analytics in managing Marketing functions

CO2: Apply quantitative and qualitative analysis to understand trends and indicators in Marketing data

CO3: Understand and appreciate Applications of Big Data Analytics in Marketing

CO4: Apply web based analytical tools to various Marketing functions

CO 5: Demonstrate how to connect Marketing results to business results by Dashboards

Course content and Structure: 36 hours

Module 1: Overview of Marketing Analytics (4 Hours)

- Overview of Marketing Analytics: Evolution of Marketing analytics; Meaning of Marketing Analytics & its process; Skills Required for Marketing Analytics; Importance of Marketing Analytics;
- Introduction to Levels of Marketing Analytics: Operational Reporting; Advanced Reporting, Advanced analytics; Predictive analytics; Prescriptive Analytics
- Application of analytics in Sales Forecasting – qualitative and quantitative methods
- Application of analytics in Market Share Analysis- Tools and techniques
- Application of analytics in measuring Market Performance Indicators; Penetration; Usage; Brand Performance and Satisfaction

Module 2: Marketing Analytics with specific functions in Marketing (10 Hours)

- Marketing analytics in Segmentation, Targeting and Positioning (STP)
- Marketing analytics in Product portfolio analysis
- Marketing analytics in Sales and distribution
- Marketing analytics in Advertisement and Promotion
- Marketing analytics in New product development
- Marketing analytics in Pricing

(Note: Use the cases/practical execution to discuss Marketing analytics in above functions using R)

Module 3: Application of Data Analytics in Marketing (10 Hours)

- Application of Big Data Analytics in Marketing: Using unstructured & structured data
- Application of Big Data Analytics in various Marketing functions; Consumer Perception Mapping; Customer Choice Analysis; Customer Profitability Analysis; Customer Lifetime Value (CLV); Acquisition and Retention Costs and Rates; Sentimental analysis; Churn analysis; Market Basket Analysis(MBA); Cannibalization Analysis , Used cases

Module 4: Social Media Analytics (6 Hours)

- Application of Social Media Analytics in various Marketing functions and activities like Segmentation; Pricing; Consumer behavior; Sales Force Management; New Product Development; Promotions.

Module 5: Emerging Trends in Analytics (6 Hours)

- Retailers Dashboard to Analyze and report on Marketing KPIs;
- Augmented Analytics (AI); Automated Alerts and Reporting.
- Mobile & Web Analytics in Marketing
- Application of Block chain and AI in Marketing
- Future of Marketing Analytics

Pedagogy:

- Class room discussions
- Software linked practice based teaching
- Project based learning
- Interaction with Practitioners
- Case based teaching
- Practice based teaching using R and Tableau
- Research based teaching

Teaching Learning Resources:

Recommended Books

- Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques - Mike Grigsby -2nd Edition, Pearson

- Principles of Marketing Engineering, 2nd Edition, by Gary Lilien, Arvind Rangaswamy and Arnaud De Bruyn (Decision Pro, Inc. 2012), ISBN: 978-0985764807
- Database Marketing: Analyzing and Managing Customers, by Robert C. Blattberg, Byung -Do Kim, and Scott A. Neslin (Springer, 2009), ISBN: 978-1441903327

Reference Books

- Marketing Analytics: Strategic Models and Metrics –Stephan Sorger - Amazon Digital Services; 1st edition, ISBN-10: 1481900307
- Marketing Metrics, Paul W. Farris, Phillip E. Pfeifer et al, Pearson Education India; Third edition

Supplementary Resources

<https://elibrary.in.pearson.com/bookshefDashboard>
<https://www.ebsco.com/search?search=supplychainmodel>
<https://jgateplus.com/home/resources/>
<https://www.edx.org/course/marketing-analytics>
<https://www.coursera.org/learn/uva-darden-market-analytics>
<https://capitaline.com/>
<http://web.b.ebscohost.com/ehost/search/basic?vid=1&sid=c8b5124d-307d-4f0a-843e-3b13e9156a4a%40pdc-v-sessmgr06>

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	2	3	1	3	2	3	3	3	1	-	-
CO2	3	3	-	2	1	2	3	2	1	-	-
CO3	1	3	-	2	3	3	3	2	-	-	-
CO4	3	3	-	2	1	2	3	2	1	-	-
CO5	2	3	1	3	2	3	3	3	1	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester

Course Title	RURAL AND GREEN MARKETING
Term/Semester	IV
Course ID	21MBA144
Credits	3

Introduction:

Rural markets represent a substantial portion of the Global Marketplace. Despite of huge potential; rural markets have been traditionally ignored by most multinationals from advanced countries; as well as by local large-scale manufacturers of packaged products. Rural markets are gaining importance in emerging economies and even India. A large number of businesses are involved in the marketing of various products in the rural areas of India and elsewhere. In the Indian context; understanding rural marketing is essential for every marketing student.

Green Marketing helps individuals to make informed decisions about choices that impact the environment. This insightful course provides a thorough introduction to the emerging field of green marketing, including a useful exploration of the integral relationships among marketing strategy and action, macroeconomic sectors, and the environment. In addition to providing a detailed look at many green strategies, from environmentally friendly supply chains to the environmental implications of product creation, the course reviews the evolution of marketing and devotes considerable attention to the conditions for potential consumers to act in an ecologically responsible manner.

Rural and Green marketing have emerged as distinct areas and provide a general understanding of the rural economy in India and its unique opportunities and challenges as a market. The course is designed to Sensitize students on the nuances of rural marketing environment and Develop capabilities for clearly identifying; complex; real life rural and green marketing problems in a holistic perspective

Course Outcomes (COs):

Having successfully completed this course; student will be able to:

CO1: Explore the opportunities and challenges in rural and green marketing in Indian context

CO2: Identify and assess rural market potential for products and services

CO3: Evaluate different marketing strategies used in rural and green marketing

CO4: Develop interest towards rural and green marketing

CO5: Learn the concept of sustainability in Marketing

Course content and Structure:

(36 hours)

MODULE 1: INTRODUCTION TO RURAL MARKETING

8 HOURS

- Definition and Scope of Rural Marketing; Components of Rural Markets; Classification of Rural Markets; Rural vs. Urban Markets;
- Role of Bottom of pyramid in rural marketing
- The Rural Market Paradox; Composition of the Rural Market; Market Size; Influences in Rural Markets.
- Market Research in rural India including findings published reports like Thompson's rural market index and similar ones
- Public-Private Partnership;
- E-Rural Marketing;
- Role of Government and NGOs in Rural Marketing.

MODULE 2: RURAL MARKETING STRATEGIES

10 HOURS

- Segmenting Rural Markets;
- Rural Marketing Mix Strategies
- Positioning in rural markets;
- Rural Product Strategies and Brand Management
- Rural Pricing Strategies
- Rural Distribution Strategies – Innovative Distribution Channels like ITC E-choupal; Godrej Adhar; HUL Shakti; Mahindra Samriddhi sand Godrej Sakhi.
- Rural Promotional Strategies; Challenges in Rural Communication; Rural Media- Mass Media; NonConventional Media; Personalized Media; Rural Media Typology.

MODULE 3: INTRODUCTION TO GREEN MARKETING

6 HOURS

- Green Marketing; Paths to Develop Sustainable Products;
- The Rules of Green Marketing;
- Green Marketing Segments; Ecotourism; The General Principles;
- Business Implications;
- Role of Consumers;

- Ecological Footprint and Carbon Footprint;
- Role of Business; Innovation;
- Advertising in Green Marketing

MODULE 4: SUSTAINABILITY

8 HOURS

- Sustainable Strategy; Sustainable Value Creation;
- Global Drivers of Sustainability; Ladder of Sustainability; Four System Conditions for Sustainability; Strategies for Action; Industrial Ecology; Systems
- Analysis; Tools for Sustainability; Environmental Management System;
- Total Quality Environmental Management;
- Green Procurement; Sustainable Supply Chains;
- Align the Green Supply Chain with Business Goals; Green Suppliers and Material Refurbishment;
- Ten Steps to Create a Sustainable Supply Chain; Logistics and Transportation

MODULE 5: CONTEMPORARY DEVELOPMENT IN RURAL AND GREEN MARKETING

4 HOURS

- Trends in Rural and Green Marketing;
- The Future of Rural & Green Marketing;
- Triple Bottom Line;
- International Organization for Standardization Standards; ISO 14--1; ISO 14-25; ISO 14-4-; ISO 14-64; ISO 26---;
- Corporate Social Responsibility.

Pedagogy:

The course will use the following pedagogical tools:

- Class room teaching
- Case based teaching
- Project based teaching
- Experiential learning through Rural immersion programme
- Interactions with the experts in Rural and green marketing
- Role Plays

Teaching Learning Resources:

Essential readings-

- Scott T. Young & Kanwalroop Kathy Dhanda (2-13); Sustainability: Essentials for Business; SAGE Publications.
- Pradeep Kashyap (2-12) ; Rural Marketing; Pearson 2nd edition;
- Balram Dogra & Karminder Ghuman; Rural Marketing: Concepts and Cases ;Tata McGraw Hill Education Pvt Ltd

References-

- Krishnamacharyulu and Lalitha Ramakrishnan (2-11); 2nd Edition; Rural Marketing: Texts and Cases; Pearson Education.
- Abhijit Roy (2-12); SAGE Brief Guide to Marketing Ethics; SAGE Publications.
- Ghosh (2-13) 1st Edition; India's Agricultural Marketing: Market Reforms and Emergence of New Channels; Springer India.
- Dr. Subhash Bhawe ; Agribusiness Management in India –Text & Cases
- www.rmai.in www.ruralyellow.in www.inc.com › encyclopedia › green-marketing

Supplementary Resources:

- <https://jgateplus.com/search/login/>
- <https://www.ebsco.com/products/research-databases/hbr-ascend>
- <http://elibrary.in.pearson.com/>
- <https://onlinecourses.nptel.ac.in/>
- www.ruralmarketingsolutions.com
- www.campaignindia.in
- <https://tradedcaqk.web.app/swinderman20773kuno/thompson-rural-market-index-ppt-656.html>

CO-PO Mapping:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
CO1	-	1	1	3	-	2	-	3	2	-	-
CO2	-	-	1	-	1	-	-	3	2	1	-
CO3	3	-	3	-	-	-	-	1	-	1	3
CO4	-	1	-	1	3	3	2	1	1	3	1
CO5	1	1	-	2	3	1	3	2	-	-	-

LEVEL 3-Substantial 2-Moderate 1-Slight - No Co-relation

Course Evaluation Plan:

Sl. No.	Evaluation Item	Unit of Evaluation	Marks Allotted	Timeline
1	End Term Exam	Individual	50	At the end of the semester
2	Internal test 1	Individual	5	After completion of 2-3 modules
3	Internal test- 2	Individual	5	After completion of all the modules
4	Attendance and Class participation	Individual	10	At the end of the semester
5	Remaining assignments(Quiz, Individual assignment, Cap-Stone project, Major or minor project, Group assignments etc)	Individual	30	Full Semester