

ELECTIVE SUBJECTS	
3.3	MARKETING 3.3.1 RURAL AND GREEN MARKETING 3.3.2 BUSINESS AND SOCIAL MARKETING 3.3.3 CONSUMER BEHAVIOUR AND NEUROMARKETING

3.3.1 RURAL AND GREEN MARKETING

1. GENERAL INFORMATION

No. of Credits 04

No. of Hours per week 04

2. PERSPECTIVE OF THE COURSE

The course is designed to Sensitise 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

3. COURSE OBJECTIVES AND OUTCOMES

OBJECTIVES

To understand the opportunities and challenges in rural and green marketing

To identify and assess rural market potential for products and services

To evaluate different marketing strategies used in rural and green marketing

OUTCOMES

At the end of the course, the student must develop interest towards rural and green marketing

As a student, future manager and entrepreneur one should be aware of challenges and opportunities in the area of rural and green marketing.

4. COURSE CONTENT AND STRUCTURE

MODULE 1 : INTRODUCTION TO RURAL MARKETING

10 HOURS

Introduction to Rural Marketing: Definition and Scope of Rural Marketing, Components of Rural Markets, Classification of Rural Markets, Rural vs. Urban Markets, Frameworks of Rural Marketing, Rural Retail outlets, The Rural Marketing Process, A Bop Portrait, Potential of Rural Market, Government Initiatives, The Rural Market Paradox, Composition of the Rural Market, Market Size, Influences in Rural Markets.

MODULE 2 : RURAL MARKETING ENVIRONMENT

08 HOURS

The Rural Marketing Environment, Differences Between Rural and Urban Shoppers, Profiling the Rural Consumer, Rural Market Segmentation, Rural Marketing Strategies, Marketing Principles in Rural Areas, Rural Market Research, Distribution to Villages, Distribution of Rural Products, Existing Marketing Systems, Pricing Policy and Strategy, Rural Communications.

MODULE 3: RURAL MARKETING SYSTEMS

10 HOURS

Rural Marketing Value Chain, Existing Marketing Systems, Improving Rural Marketing in India, E-Rural Marketing, ICT Essentials, ICT in Rural Markets and Problems in Implementation, Role of Government and NGOs in Rural Marketing, Problems of Sales Management in Rural Areas, Resolving Rural Sales Management Issues, The Rural Salesperson, Rural Sales Organization, Identifying Rural Clusters.

MODULE 4: GREEN MARKETING

08 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, Barriers to Change, Ecological Footprint and Carbon Footprint, Role of Business, Innovation, Advertising in Green Marketing

MODULE 5: SUSTAINABILITY

10 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, Sustainable Value Stream Mapping, Sustainability Balanced Scorecard, Green Procurement, Green, 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 6: TRENDS IN RURAL AND GREEN MARKETING

10 Hours

Trends in Rural and Green Marketing, Towards a New Economic System, The Future of Rural & Green Marketing, Triple Bottom Line, Key Corporate Social Responsibility Areas, Corporate Social Responsibility Policies, Benefits of Corporate Social Responsibility, Challenges of Corporate Social Responsibility, International Organization for Standardization Standards, ISO 14001, ISO 14025, ISO 14040, ISO 14064, ISO 26000: Social Responsibility.

5. PEDAGOGY

Class teaching augmented with relevant case studies. Field trips and live projects are compulsory in the light of understanding the practicality of the subject.

Evaluation of Rural and Green products on the dimension of sustainability. Comparative assessment of green packaging, advertisement and service quality of products and services.

CSR is connecting with marketing activities

6.TEACHING AND LEARNING RESOURCES

ESSENTIAL READINGS

1.Scott T. Young & Kanwalroop Kathy Dhanda (2013), Sustainability: Essentials for Business, SAGE Publications.

2.Pradeep Kashyap(2012) , Rural Marketing, Pearson 2nd edition, Balram Dogra& Karminder Ghuman, Rural Marketing: Concepts and Cases ,Tata McGraw Hill Education Pvt Ltd

REFERENCE BOOKS : (Latest Editions)

1. Krishnamacharyulu and Lalitha Ramakrishnan (2011), 2nd Edition, Rural Marketing: Texts and Cases, Pearson Education.
2. Abhijit Roy (2012), SAGE Brief Guide to Marketing Ethics, SAGE Publications.
3. Ghosh (2013) 1st Edition, India's Agricultural Marketing: Market Reforms and Emergence of New Channels, Springer India.
4. Dr. Subhash Bhawe , Agribusiness Management in India –Text & Cases

www.ruralmarketingsolutions.com

www.rmai.in

www.ruralyellow.in

www.inc.com › encyclopedia › green-marketing

www.campaignindia.in

www.rwp.in

International Journal of Rural Marketing ,

Prajnan journal of Social and Management Science

3.3.2. BUSINESS AND SOCIAL MARKETING

- **GENERAL INFORMATION**

No. of Credits 04

No. of Hours per week 04

- **PERSPECTIVE OF THE COURSE**

Marketing has changed from traditional advertising media to online platforms. The course shall introduce the student to social media platforms. Market research forms the back bone of digital marketing. Reputation of entities can be altered within minutes which is of high risk. Use of social media effectively produces engaged customers and their posts are brand advertisements which spread through word of mouth. Social relation building helps in increasing Customer Loyalty. Hence, it is not just online presence but also its maximum utilization that is important. There is a huge inflow of new digital marketing technology and tools. Choosing the right tool is essential for customer delight and deriving results. Most of the business have digital presence but lack the a strategy to tackle the digital competition.

- **COURSE OBJECTIVES AND OUTCOME**

OBJECTIVES

To describe the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour.

To apply the basic and advanced techniques for development of social marketing strategies and develop price, promotion and place strategies for a chosen social marketing issue.

OUTCOME

At the end of the course, student must be able to understand the essential components of Business Marketing and will be able to serve B2B customers successfully and also learns to design Social marketing programmes and implement it successfully.

- **COURSE CONTENT AND STRUCTURE**

MODULE 1: INTRODUCTION TO BUSINESS MARKETING

10 HOURS

Business Marketing Concept, Business vs. Consumer Marketing, Types of Industrial Markets, Types of Business Customers, Classifying Industrial Products & Services. Organizational Buying Process: Types of purchases / buying situations, Buying Centre Concept, Inter Personal Dynamics of Business Buying Behaviour and Roles of Buying centre. The Webster & Wind model of Organizational Buying Behaviour, Ethics in Purchasing.

MODULE 2: BUSINESS MARKETING STRATEGIES

12 HOURS

Segmenting, Targeting and Positioning of Business Market: Value based segmentation, Model for segmenting the organizational Market. Product & Brand Strategy: Developing Product Strategy, Analyzing Industrial Product Life Cycle, Developing Strategies for new and existing products, Branding process & Brand strategy. Formulating Channel Strategy: Nature of Business Marketing channels, Intermediaries, Direct and Indirect Channels, Recent trends in Advertising.

MODULE 3: PRICING AND PROMOTION IN BUSINESS MARKETING

10 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 and Personal Selling, Managing the Industrial Sales Force. Customer Relationship Management Strategies for Business Markets.

MODULE 4: INTRODUCTION TO SOCIAL MARKETING

6 HOURS

Difference between commercial marketing and social marketing, evolution of social marketing. The Marketing mix of Social Marketing, Criteria for social marketing programs, Spread Stages of social marketing, Social Marketing Wheel, Ten steps to developing a social marketing plan. Challenges in social marketing

MODULE 5: DEVELOPING SOCIAL MARKETING STRATEGIES

10 HOURS

Crafting a Desired Positioning, Product: Creating a Product Platform, Branding and Ethical Considerations for Product Platform. Price: Determining Incentives and Disincentives, More on Commitments and Pledges, Setting Prices for Tangible Goods and Services, Ethical Considerations for Pricing Strategies. Place: Making Access Convenient and Pleasant, Develop Place Strategy, Social Franchising, Managing Distribution Channels. Promotion: Deciding on Messages, Messengers, and Creative Strategies,

Develop a Promotion Strategy, Selecting Communication Channels – traditional and Non traditional media channels. Factors Guiding Communication Channel Decisions.

MODULE 6 : MANAGING SOCIAL MARKETING PROGRAMS:

08 HOURS

Budgets and Funding Sources of social Marketing programmes, Monitoring and Evaluation, Implementation and Sustaining Behaviour Plans. Application of social marketing models in Healthcare and public health management can be discussed through Case studies like social marketing for family planning, Malaria control, obesity prevention campaign, HIV prevention, tobacco control and Pulse Polio campaign in India.

5. PEDAGOGY

1. Lecture Method
2. Mini project
3. Case study
4. Industrial visit
5. Video cases
6. Experiential learning

6.TEACHING/LEARNING RESOURCES

ESSENTIAL READINGS

- 1.Robert R Reeder & Reeder; Industrial Marketing ,2nd Edition; Prentice Hall International Publication.
- 2.Krishna K Havaladar, Business Marketing , Tata McGraw Hill Publication.
- 3.Michael D Hutt, Thomas W Speh, Business Marketing Management, Cengage Learning Publication.
- 4.Sameer Deshpande, Nancy R. Lee ; Social Marketing in India ,Sage Publications
- 5.Nancy R Lee & Philip Kotler; Social Marketing: Behaviour Change for Social Good, Sage Publications.

REFERENCE BOOKS

1. Frank G Bingham Jr., Business Marketing, Tata McGraw Hill Publication.
2. Mukherjee H S, Industrial Marketing ,Excel BOOKS Publication.
3. PK Ghosh, Industrial Marketing , Oxford University Press.
4. Evans, 'How Social marketing works in Healthcare' 2006, BMJ, BMJ Publishing Group Ltd.
5. Kotler, P. and Lee, N. Up and out of poverty: the social marketing solution, Pearson Education.

3.3.3. CONSUMER BEHAVIOUR AND NEUROMARKETING

1. GENERAL INFORMATION

No. of Credits 04

No. of Hours per week 04

2. PERSPECTIVE OF THE COURSE

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 plan effective strategies to structure messages to maximize persuasion.

3. COURSE OBJECTIVES AND OUTCOME

OBJECTIVES

- To understand personal, socio-cultural, and environmental dimensions that influence consumer decisions making.
- To understand how the human brain processes information and generates responses while incorporating risk, feelings and reasoning and apply this understanding into developing, communicating and delivering effective marketing offerings.

OUTCOME

The completion of this course, students will have

- To enable students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.
- To get an exposure to different neuro marketing techniques and understand the benefits and limitations of these techniques.

4. COURSE CONTENT AND STRUCTURE

MODULE1: INTRODUCTION

08 HOURS

Consumer behaviour - concepts, dimensions of consumer behaviours, application of consumer behaviour knowledge in marketing decisions .Segmenting targeting and Positioning; Impact of technology on consumer behaviour and strategic marketing Characteristics of Indian Consumers.

MODULE 2: CONSUMER AS AN INDIVIDUAL

08 HOURS

Consumer needs and motives, personality and consumer behaviour, consumer perception, learning, consumer attitudes, attitude formation and change, communication and persuasion, self-image, life style analysis.

MODULE 3: CONSUMERS IN SOCIAL AND CULTURAL SETTINGS 10 HOURS

Group dynamics and consumer reference groups, Family – Social class cultural and sub-cultural aspects, cross cultural consumer behaviour. Cultural Values and consumer behaviour, Persuading Consumers – Broad casting vs narrow casting models. Diffusion of Innovations Reference groups and communities, Opinion Leaders and word of mouth.

MODULE 4: CONSUMER DECISION PROCESS AND POST PURCHASE BEHAVIOUR 12 HOURS

Consumer decision making process, models of consumer decision process, Nicosia- Howard Sheth and Engel-Kollat- model, post purchase processes, Customer Satisfaction, and Customer Commitment, managing dissonance, consumer loyalty. Online consumer behaviour, its diffusion in India.

MODULE 5: INTRODUCTION TO NEUROMARKETING 12 HOURS

An overview of neuroscience and neuromarketing ,Interdisciplinary nature of Neuro marketing, Neuromarketing versus traditional methods- key benefits and issues, Mapping the brain. Attention and Consciousness, Sensory NeuroMarketing, Learning and Memory.

MODULE 6 : NEUROMARKETING AND ETHICS

06 HOURS

Neural Marketing cases in India, Neuro Ethics and Consumer Aberration, Ethical and Socially responsible Marketing, Consumerism, Ethical Consumption, Sustainable Consumption.

5. PEDAGOGY

Classroom teaching to be supplemented with case studies, simulations and other experiential learning activities.

6. TEACHING /LEARNING RESOURCES

ESSENTIAL READINGS

1. Schiffman LG ,Wisnblit 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. Ramsoy T Z ; Introduction to Neuromarketing & Consumer Neuroscience.

REFERENCE BOOKS

1. Solomon, Consumer Behavior 13 th Edition Pearsons (2019)
2. Hawkins D, Motherbaugh D L and Mookerjee A ; Consumer Behavior 12 th Edition, Mc Graw Hill Education
3. Morin C, Renvoise P, The Persuasion Code , Wiley (2018)
4. Bijapurkar R, Never Before World, Penguin (2014)

ELECTIVE SUBJECTS	
4.3	MARKETING 4.3.1. SALES AND DISTRIBUTION MANAGEMENT AND RETAILING. 4.3.2. SERVICE MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT. 4.3.3. INTEGRATED MARKETING COMMUNICATIONS AND INTERNET MARKETING

4.3.1 SALES AND DISTRIBUTION MANAGEMENT AND RETAILING

1. GENERAL INFORMATION

No. of Credits 4

No. of Hours per week 4

2. PERSPECTIVE OF THE COURSE

Effective Sales and Distribution management is critical to deliver goods and services to the end consumers efficiently and in line with the marketing strategies of a firm. Distribution is not just about reaching the target customers but also about doing it in a profitable manner and in a way that suits the firm's image. Retailing, the last mile of distribution, involves major decisions on types of outlets, merchandising, store management and retailing mix. This course attempts to familiarize students with the strategies involved in sales and distribution management and retailing.

3. COURSE OBJECTIVES AND OUTCOME

OBJECTIVES

To understand the services domain from a marketing perspective.

To understand retailing as a business and have a comprehensive view of the marketing and store management functions in a retailing organization.

OUTCOME

At the end of the course, student must be able to understand the essential components of a service business and manage retailing.

4.COURSE CONTENT AND STRUCTURE

MODULE 1: DISTRIBUTION MANAGEMENT AND MARKETING MIX 8 HOURS

An overview of distribution, Channel levels; Channel formats; Designing channel systems; Channel management; Supply chain management.

MODULE 2: SALES AS A MARKETING FUNCTION 12 HOURS

Sales objectives; Personal selling and Buying situations; Buying decision process; Sales forecasting methods; Organising and staffing sales force; Management of sales territories; Training and motivating sales force.

Analysis of sales and marketing costs, Evaluation of salespeople's performance. comprehensive sales force cases and exercises.

MODULE 3: INTRODUCTION TO RETAILING 10 HOURS

Introduction to retailing; Role in distribution channel; Functions of retailing; Theories of retail development; Types of retailers and Retail formats; Retail management decision process; Retailing environment in India; Global growth opportunities.

MODULE 4: RETAIL STRATEGY 10 HOURS

Consumer shopping behaviour and decision making process; Market segmentation; Target market and retail format; Retail mix; Strategy for competitive advantage; Strategic retail planning process; Location strategy; Growth strategies; Pricing strategy; Communication mix; Measuring performance in retail.

MODULE5: STORE MANAGEMENT 8 HOURS

Key elements of store operations and managing touch points; Role of a store manager; Store design and layouts; Merchandise planning system; Merchandise buying process; Private labels; Visual Merchandising; Customer service in retailing; Customer relationship management.

MODULE6: WEB, NON STORE AND NON TRADITIONAL RETAILING 8 HOURS

Advantages and disadvantages of e tailing; E commerce business models; Online payment systems; Marketing mix for e tailing; Customer relationship management in e tailing; Other non traditional retailing formats.

5. PEDAGOGY

- Case study
- Live projects and mini projects
- Presentations
- Group discussions

6. 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, 2012
2. SwapnaPradhan , “Retailing Management text and cases”, Tata McGraw hill Education, 4th edition, 2012
3. Michael Levy, Barton Weitz, and Ajay Pandit , Retailing Management, McGraw Hill Education, 8th edition, 2012

REFERENCES

1. PacoUnderhill , Why we buy – The Science of Shopping , Simon & Schuster; Updated and revised edition, 2008.
2. G.P.Sudhakar , Integrated Retail Communication, Prentice Hall of India Pvt Ltd, 2012
3. Sriram B Iyer , Retail Store Operations , Tata McGraw Hill Education Pvt Ltd, Ist Edition , 2011
4. Rosemary Varley and Routledge , Retail Product management: Buying and Merchandising ,Routledge Publication, 2 edition 2005

JOURNALS

1. Journal of retailing and consumer services - elsevier
2. Journal of retailing
3. Journal of services marketing

WEB RESOURCES

1. www.retailmarketing.com
2. www.forbes.com

4.3.2. SERVICES MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT

1. GENERAL INFORMATION

No. of Credits 4

No. of Hours per week 4

2.PERSPECTIVE OF THE COURSE

Marketing of services has emerged as a distinct area over the last couple of decades. Service industry is a large employer and contributes substantially to the economy. Marketing of services needs additional skills and understanding. There is a need to understand marketing of services including good customer relationship management.

3.COURSE OBJECTIVES AND OUTCOME

OBJECTIVES

To appreciate the challenges involved in managing the services and analyse the strategies to deal with these challenges.

To give insights about the foundations of services marketing, customer expectations of services and gap existing in the service delivery processes and service Quality.

To understand the need and importance of maintaining a good customer relationship.

OUTCOME

On successful completion of the course students will be able to:

Demonstrate integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction and loyalty.

Develop blueprint for the services sector and develop a better appreciation of the necessary strategies to create a service excellence.

Recognise the challenges faced in services delivery as outlined in the services gap model.

To use strategic customer acquisition and retention techniques in CRM.

4.COURSE CONTENT AND STRUCTURE

MODULE 1 : INTRODUCTION TO SERVICES MARKETING

12 HOURS

Definition – Service Economy – Evolution and growth of service sector - Challenges and issues in Services Marketing – Services Marketing Mix - Service Blue Printing – GAP model of service quality – Measuring service quality – SERVQUAL – Service Quality Function Development.

MODULE 2: SERVICE DELIVERY AND PROMOTION

8 HOURS

Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

MODULE 3: SERVICE STRATEGIES

8 HOURS

Service Marketing Strategies for health – Hospitality – Tourism – Financial – Logistics - Educational – Entertainment & public utility Information technique Services.

MODULE 4: INTRODUCTION TO CRM & CRM STRUCTURES

12 HOURS

Definitions - Concepts and Context of relationship Management – Evolution - Transactional vs. Relationship Approach – Elements of CRM – CRM Process – Strategies for Customer acquisition – Retention and Prevention of defection – Models of CRM – CRM road map for business applications.

MODULE 5: CRM PLANNING AND IMPLEMENTATION

8HOURS

Strategic CRM planning process – Implementation issues – CRM Tools- Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.

MODULE 6: TRENDS IN CRM

8 HOURS

e- CRM Solutions – Data Warehousing – Data mining for CRM – an introduction to CRM software packages.

5.PEDAGOGY

Lectures

Case study discussion

Presentation

6.TEACHING/LEARNING RESOURCES

ESSENTIAL READINGS

1.Christopher H. Lovelock and Jochen Wirtz, Services Marketing: People, Technology, strategy Pearson Education, New Delhi, 8th edition, 2016.

2.John.E.G.Bateson, K.Douglas Hoffman, Services Marketing, South Western Cengage learning, 4th Edition, 2011.

3.G.Shainesh, Jagdish, N.Sheth, Customer Relationship Management A Strategic Prespective, Macmillan 2010

4.Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2008.

REFERENCE BOOKS :

1.Kenneth E Clow, et al, Services Marketing Operation Management and Strategy, Biztantra, 2nd Edition, New Delhi, 2004.

2.Valarie Zeithaml et al, Services Marketing, 5th International Edition, Tata McGraw Hill, 2007.

- 3.Christian Gronroos, Services Management and Marketing a CRM in Service Competition, 3rd Edition, Wiley, 2007.
- 4.R. Srinivasan, SERVICES MARKETING, Prentice Hall of India Private Limited, 4th Edition 2014, New Delhi.
- 5.Vinnie Jauhari & kirti Dutta (2017), Services Marketing, Text and cases, 2nd edition.
- 6.H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2005.
- 7.Jim Catheart, The Eight Competencies of Relationship selling, Macmillan India, 2005.
- 8.Assel, Consumer Behavior, Cengage, 6th Edition.
- 9.Kumar, Customer Relationship Management - A Database Approach, Wiley India, 2007.
- 10.Francis Buttle, Customer Relationship Management: Concepts & Tools, Elsevier, 2004.
- 11.Zikmund. Customer Relationship Management, Wiley 2012.

4.3.3. INTEGRATED MARKETING COMMUNICATIONS AND DIGITAL MARKETING

1. GENERAL INFORMATION

No: of Credits - 4

No: of Hours per week- 4

2. PERSPECTIVE OF THE COURSE

This course is helpful to understand the various communication tools and their mix and how an advertising agency works to build brands. Essentially the integration of communication mix happens at the advertising agency and how they function to put together a communication campaign for the client to achieve their communication objectives. The second component of this course is about knowing how to leverage the internet to sell, build corporate image and nurture brands.

3. COURSE OBJECTIVES AND OUTCOMES

OBJECTIVES

- To enumerate the role of advertising agency in bringing about coherence between the various communication mix and highlighting the importance of integrating the various components.
- To understand the scope of Indian Media, and guide the students to explore career opportunities in media selling.
- To guide the students to see how companies are leveraging the internet for marketing products and service and build positive image.

OUTCOME

- At the end of the course students will be infused with an interest to build their career in the area of advertisement and related field and will understand the importance of internet marketing and start building their portfolio to get themselves eligible at an entry level in this emerging field.

4. COURSE CONTENT AND STRUCTURE

MODULE 1. INTEGRATED MARKETING COMMUNICATION COMPONENTS AND PROCESS: 8 HOURS

IMC- Need, Tools; Structure of Advertising Agency: Full service agency, Account service (client servicing), Creative department, media department and their functioning; Types of Advertising Agencies; Indian Advertising road map; Acquiring and losing clients, Agency evaluation, Ad agency revenue earning models.

MODULE 2: IMC PLANNING AND CREATIVE EXECUTION PROCESS: 6 HOURS

DAGMAR approach, Setting ad campaign budgets; Creative planning stages, Types of creative appeals, Types of message execution styles for Print Media, TV, Guidelines for evaluating creativity in advertising.

MODULE 3: MEDIA PLANNING, SCHEDULING, EVALUATION 12 HOURS

Vibrant Media spread in Indian- Publications, Television, Radio, outdoor media and Internet Entertainment and channels. Steps involved in media planning, selection of Media Type, Allocation of funds to various media. Media scheduling and related concepts; National Readership Survey, Broadcast Audience Research Council, Radio Audience Measurement, Audit Bureau of Circulation.

MODULE 4: FUNDAMENTALS OF DIGITAL MARKETING 12 HOURS

Significance of Digital Marketing Changing media consumption trends, Difference between traditional marketing communication and internet based marketing communication, Understanding different internet tools: E mail, Usenet newsgroups, Blogs, Pod casting, World Wide Web. Internet; Conceptual clarity on internet related tools: E- marketing, Digital marketing, Blogs, Multichannel Marketing, Social Media Marketing, Viral Marketing; Website planning, E-commerce: Basic Principles, Importance, trends, advantages & disadvantages. E commerce models- B to B, B to C, B to Government, C to C, C to B, C to G.

MODULE 5: SOCIAL MEDIA AND MARKETING 12 HOURS

Social Media in India, Role of Social Media in Politics, Business, Recruitment, Public Opinion. Face book/ LinkedIn, Twitter/ YouTube: In India, Services offered, advertising options. Blogs: Importance, types and advertising options. Tracking and monitoring social media. Viral Marketing

MODULE 6: SEARCH ENGINE MARKETING AND ONLINE REPUTATION MANAGEMENT: 6 HOURS

Google Ad words, Page ranking, Search engine optimization, Search Engine Marketing Paid V/S unpaid models, On-line reputation management, Importance strategies, Addressing Negative comments.

5. PEDAGOGY:

Conceptual inputs through class rooms. Cases studies to drive decision making based on business situations that evolve from time to time. Small project and simulations based on apps to develop working knowledge in the subject.

TEACHING/ LEARNING RESOURCES:

Essential Reading

- 1.Prescribed Text Books: Advertising and Promotion- An integrated marketing communication perspective- George E Belch & Michael A Belch, Mc Graw Hill
- 2FOUNDATIONS OF ADVERTISING – Theory and Practice- SA Chunawalla & K C Sethia- Himalayan Publication
- 3.Advertising & IMC: Principles and Practices, Moriarty, Mitchell, Woods, Wells and Wells, Pearson
- 4.Internet Marketing, Chaffey/ Ellis Chadwick, Johnston/Mayer- 3rd Edition- Pearson.
- 5.Digital Marketing- Raghavendra K, Shruthi Prabhakar, Himalayan Publication House.

References

- 1.Integrated Advertising, Promotion and Marketing Communications, Clow and Baack, Thompson
- 2.Digital Marketing, Seema Gupta, Tata McGraw Hill
- 3.Fundamentals of Digital Marketing, Puneeth Bhatia, Pearson