

## DIGITAL MARKETING

### III SEMESTER

<b>S. No</b>	<b>Course Code</b>	<b>Subject Title</b>
1	EM-301	Consumer Behavior
2	EM-302	Retail Management
3	EM-303	Customer Relationship Management
4	EM-304	Strategic Marketing Management
5	EM-305	Digital and Social Media Marketing

### IV SEMESTER

<b>S. no</b>	<b>Course Code</b>	<b>Subject Title</b>
1	EM-401	Digital Marketing
2	EM-402	Promotional and Distribution Management
3	EM-403	Green Marketing
4	EM-404	Advertising and Brand Management
5	EM-405	Global Marketing Management

## **CONSUMER BEHAVIOUR (EM 301)**

**Objective:** to enlighten the students with the Concepts and Practical applications of Consumer Behaviour

**Unit-I:** Introduction to the study of Consumer Behaviour – Consumer and Marketing Strategy – Determinants of Consumer Behaviour – Profile of the Indian Consumer.

**Unit – II:** Perception – Nature – Perception and Marketing Strategy, Motivation – Motivation Theories and Marketing Strategy – Personality.

**Unit – III:** Attitude Measurement and Change – Self Concept and Life Style Marketing, Influence of Social and Cultural factors on Consumer Behaviour – Family, Reference groups, Cross Cultural Variations in Consumer Behaviour.

**Unit – IV:** Consumer Decision Process – Problem Recognition – Information Search – Evaluation of alternatives and selection – Post Purchase Behaviour – Organizational buyer Behaviour – Diffusion of Innovation.

**Unit – V:** On-line Decision Making: Meaning & Process/Stages Situational Influences- Nature of Situational Influence (The communication Situation, The Purchase Situation, The usage situation, The disposition situation) Situational Characteristics and consumption behaviour (Physical features, Social Surroundings, Temporal Perspectives, Task Definition, Antecedent States.)

(Case Study is compulsory in all Units)

### **Suggested Books:**

1. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
2. Lindquist & Sirgy, Consumer Behaviour, Cengage, New Delhi
3. N Gautam & K Jain, Consumer Behaviour, Wisdom, Delhi
4. Kazmi : Consumer Behaviour, Excel Publishers.
5. H.Peer Mohammed: Customer Relationship Management, Vikas, ND
6. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
7. Mukesh Chaturvedi and Abhivan Chaturvedi : Customer Relationship Management An Indian Perspective. Excel Books.
8. Deon – Buyer Behaviour, Oxford University Press. Henry Assael: Consumer Behaviour, Willey India, New Delhi

## **RETAIL MANAGEMENT (EM 302)**

**Objective:** The objective of this course is to familiarize the students with retail management concepts and operations.

**Unit I:** Basic concept of retailing – retail development – types of retailers – multi channel retailing – organized retailing in India – services retailing.

**Unit II:** Retail strategy: market strategy – retail format and target market – building sustainable competitive advantage – growth strategies – strategic retail planning process.

**Unit III:** Retail location – types, location opportunities – selection of location and site: financial strategy –strategic profit model – setting and measuring performance objectives.

**Unit IV:** Store layout and design, store operations and inventory management merchandise planning, buying merchandise – developing assortment plan.

**Unit V:** Retail pricing strategy, category management, customer services – retail branding- international retailing.

### **Reference books:**

1. Michael lacy, Barton A Weitz and Ajay Pandit, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
2. KVC Madaan, Fundamental of retailing, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi.
3. Swapna Pradhan, Retail management, Tata Mc Graw Hill Education Pvt. Ltd. New Delhi
4. David Gilbert, Retail Marketing Management, Pearson Education, New Delhi.
5. Chetan banaj, Rajnish Tuli and N.V. Srivaslava, Retail Management, Oxford University Press.
6. Gibson G Vedamani, Retail Management, Jaico Publishing House, New Delhi

## **CUSTOMER RELATIONSHIP MARKETING (EM 303)**

**Objective:** to enlighten the students with the Concepts and Practical applications of Consumer Behaviour and CRM

**UNIT-I:** Customer Relationship Management – Measurement – Qualitative Measurement Methods – Quantitative Measurement Methods – Calculating Relationship Indices.

**UNIT-II:** Customer Relationship Survey Design – Statistical Analysis of Customer Surveys – Using Customer Relationship Survey Results.

**UNIT-III:** Relationships in Marketing – Relationship Concepts – Relationship Drivers – Lasting Relationships.

**UNIT-IV:** Customer Partnership – Internal Partnerships – Supplier Partnerships – External Partnership.

**UNIT-V:** The Technological Revolution – Relationship Management – Changing Corporate Cultures.

### **Reference:**

1. John Egan, “Relationship Marketing, Exploring Relational Strategies in Marketing”, Prentice Hall.
2. John Anton, “Customer Relationship Management”, Prentice Hall.
3. Jagdish N Sheth and Stul Parvatiyar, “Handbook of Relationship Marketing”, Response Books, 2002.
4. Anderson, “Customer Relationship Management”, Tata McGraw Hill, 2002.
5. David Strutton; Lou E. Pelton; James R. Lumpkin, “Marketing Channels: A Relationship Management Approach”, McGraw-Hill Higher Education.
6. Christopher, Martin, “Relationship Marketing”, Science & Technology Book

## **STRATEGIC MARKETING (EM 304)**

**Course Objective:** This course will discuss marketing theories as well as a range of real life current and classical examples & cases to help participants improve their strategic marketing thinking and activation skills.

**Unit 1.** Strategy Formulation – Vision, Mission, Objectives and Goals of business and their relationship with Strategic Marketing Management. Considerations for formulation of marketing strategies for all components of Product, Price, Promotion and Distribution.

**Unit 2.** Strategic Marketing Management – Objectives & concept of Strategic Marketing Management - Strategy Definition

**Unit 3.** Strategic Marketing analysis – SWOT Analysis, GAP Analysis – Competitive Analysis – Porter’s 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, McKinsey’s 7s framework for analyzing and improving organizational effectiveness.

**Unit 4.** Marketing Strategy Implementation – Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services. Constraints in marketing strategy implementation.

**Unit 5.** Specific strategy initiatives – New product development and introduction strategies, Planned or unplanned strategy withdrawals / obsolescence, Contingency / alternative strategic planning, Brand Strategies in FMCG markets, Rural and export marketing strategies, Marketing strategies for IT and ITES industries. - Marketing Strategy Evaluation – Marketing Audits & their scope – Measurement of Marketing Performance and its feedback to next year’s Marketing strategy formulation.

### **Reference:**

1. Marketing Management: Analysis, Planning & Control: - Phillip Kotlar
2. Business Policy & Strategic Management – Azar Kazmi
3. Strategic Marketing-David W.Cravens ,Nigel f.Piercy
4. Marketing Strategy, TMH Ed. - Boyd Walker, Mullins Larrech
5. Case Studies in Strategic Marketing Management:
6. For contemporary case studies students should refer to the periodicals and journals.

## **DIGITAL AND SOCIAL MEDIA MARKETING (EM305)**

**Course Objective:** Cutting through the noise in social media can be challenging, and often, marketers must use paid social media marketing strategies to amplify their message. In this course, you learn about the opportunities for targeted advertising in social media and how to execute advertising campaigns that resonate with your audience.

### **Unit 1**

Intro to Social Media Advertising -Discover how social media advertising works and dive into the current landscape.

### **Unit 2**

Platforms for Social Ads- Social Media Platforms offer different opportunities for paid advertising. Learn what is possible on several platforms and evaluate which is right for your objective and audience

### **Unit 3**

Facebook — Getting Started- Facebook is a powerful social media platform with a massive audience worldwide. Gain hands on experience by setting up your Facebook advertising account and explore campaign objectives.

### **Unit 4**

Facebook — Create Ad Sets - Ads need to reach the right audience. In this Facebook-focused lesson, you'll learn different ways to target your audience, where to place your ads, and how to determine a budget and bidding schedule.

### **Unit 5**

Jobs in Social Media Advertising- We describe what it's like to be a social media advertiser and what skills recruiters look for in the hiring process.

### **References:**

1. Marketing Strategies,A contemporary approach by Ranchod & Gurau,Pearson India, 2012.
2. Strategic Marketing by Xavier, Response Books, 2010.
3. Marketing:Planning, Implementation, Control by Pride and Ferrell, Cengage, 2010.
4. Strategic marketing problems: Cases & Comments by Kerin & Peterson,Pearson 2012.

## **DIGITAL MARKETING (EM 401)**

**Course Objectives:** Digital marketing objectives should be SMART (Specific, Measurable, Achievable, Relevant and Time Related); and you should benchmark against your competitors to ensure that you are more effective

**Unit 1:** Introduction to Digital Marketing: In this module you will learn what is digital marketing, and importance of digital marketing. And you will also learn what is web site and levels of web site, Difference between blog, portal & website.

**Unit 2:** Search Engine Optimization (SEO): In this module you will learn complete about SEO (Search engine Optimization, what is On page optimization, Off page optimization, and you also learn how to prepare a reports like- Keywords, titles, meta tags etc..

**Unit 3:** Social Media Optimization (SMO): In this module you will learn how to do SMO (Social Media Optimization) like Facebook, Twitter, LinkedIn, Tumblr, Pinterest and more social media services optimization

**Unit 4:** Search Engine Marketing: In this module you will learn what SME (Search Engine Marketing) is a paid tool like Google Adwords, now a days we have so many paid tools we discuss is briefly and display advertising techniques and all.

**Unit 5:** Additional Module: In this module you will learn about tools for more useful to SEO, these tool used for analysis on website traffic, keyword analysis and also you can learn Email marketing and all.

### **Reference:**

1. Jeffrey F.Rayport c£ Bernard J.Jaworski: Indlroduction to E-Commerce, Tata Mc-Graw Hill.
2. Kalakota & Winston- Frontier of E-commerce, Pearson Education.
3. David Whitely: E-t ommerce - strategy technologies and applications, Tata Mc-Graw Hill.
4. Kamalesh K.Bajaj: Debjani Nag: E-commerce - The cutting edge of business, Tata Mc-Graw Hill.
5. Efrain Turban, Jae Lee Kavid King and H.Michael Chung: E-commerce - A Managerial Perspective, Pearson Publication.

## **PROMOTIONAL AND DISTRIBUTION MANAGEMENT (EM 402)**

**Objective:** to enlighten the students with the Concepts and Practical applications of Sales and Distribution Management.

**Unit I:** Modern Trends in Sales Management – Inter Departmental Relations – Organization of Sales Department – Different Types of Sales Organizations.

**Unit II:** Analysis of Market Potential – Sales Potential – Sales Volume – Forecasting Sales – Different Techniques of Forecasting Sales – Sales Budgets – time and Territory Management – Sales Quotas.

**Unit III:** Recruitment – Selection and Training of Salesmen – Salesmen’s Compensation Plans – Evaluation of Salesmen’s Performance – Sales Control Research.

**Unit IV:** Marketing Channels – Structure and Functions – Channel Design – Selecting Channel Members – Motivating Channel Members.

**Unit V:** Channel Conflicts – Reasons – Managing Channel Conflicts Evaluating Channel Member Performance – Supply Chain Management – Managing Logistics.

(Case Studies are Compulsory)

### **Suggested Books:**

1. Pingali Venugopal, Sales and Distribution Management: An Indian Perspective, Response Books, New Delhi.
2. Aftab Alam Sales and Distribution Management, Wisdom Publication
3. Richard R.Stire, Edward W.Candiff and Norman, A.P.Gavani, Sales Management Decisions, Policies and Cases – Prentice Hall.
4. Arun Mittal, Advertising & Sales Promotion, Wisdom, Delhi
5. Eugene. M.Johnson, David L.Kurty and Enirhard. E.Scheuing – Sales Management, Concepts, Practices and Cases by McGraw Hill International.
6. S.L.Gupta, Sales and Distribution Management: Text and Cases, Excel Publishers.
7. Berg Rosenbloom – Marketing Channels – a Management View – by the Dryden Press, Hinsdale, Illinois.
8. Aune T.Coughlan, Stern E.Ansary – Marketing Channels, Prentice Hall of India.
9. Panda – Sales & Distribution Management, Oxford University Press.
10. Matin Khan: Sales and Distribution Management, Excel Publishers.



## **GREEN MARKETING ((EM -403)**

**Course Objective:** The course is designed to understand the importance of Green Marketing on consumer satisfaction and environmental safety. Green revolution, going green, environment protection, and sustainable development have become the buzz words today. Consumers are gradually becoming conscious buying eco-friendly products. This course aims at understanding the concept of Green Products and Marketing. This course also revisits the factors that affect consumers' purchase decision in general.

### **Unit 1**

Green Product - Green Marketing - Evolution of Green Marketing - Importance of green marketing - Benefits of Green Marketing- Adoption of Green Marketing- Green Marketing Mix – Strategies to Green Marking

### **Unit 2**

Green Spinning – Green Selling – Green Harvesting – Enviropreneur Marketing - Compliance Marketing – Green Washing – Climate Performance Leadership Index

### **Unit 3**

Green Firms – HCL's Green Management Policy – IBM's Green Solutions – IndusInd Bank's Solar Powered ATMs – ITCs Paperkraft – Maruti's Green Supply Chain – ONCGs Mokshada Green Crematorium – Reva's Electric Car – Samsung's Eco-friendly handsets- Wipro Infotech's Eco-friendly computer peripherals

### **Unit 4**

Meaning of Purchase decision – Factors affecting Purchase decision - Steps in the decision making process - Five stages of consumer buying decision process - Models of buyer decision-making

### **Unit 5**

Introduction of Environment - Importance of environmentalism - Environmental movement - Benefits of green environment to the society - E-waste exchange - Extended Producer Responsibility Plan - Guidelines for Collection and Storage of E-Waste - Guidelines for Transportation of E-Waste - Guidelines for Environmentally Sound Recycling of E-Waste

### **Reference books:**

1. Green Marketing: Challenges and Opportunities for the New Marketing Age, Jacquelyn A. Ottman, NTC Business Books, 1993
2. The New Rules of Green Marketing, Jacquelyn A. Ottman, Berrett-Koehler Publishers, 2011

## **ADVERTISING AND BRAND MANAGEMENT (EM 404)**

**Objective:** to enlighten the students with the Concepts and Practical applications of advertising and brand management.

**Unit I:** Role of Advertising in Promotional Mix – Introduction to Advertising – Advertising and Communication – Integrated Marketing (IMC) – Challenges and Opportunities in Advertising – Economic, Social and Ethical Aspects of Advertising.

**Unit II:** Audience Analysis in Advertising – Media Planning – Media Mix Decisions – Developing Media Strategy – Creative Strategy and Copy Writing – Different Types of Appeals – Layout Design.

**Unit III:** Advertising Budgets – Methods of Formulating Advertising Budgets – Evaluating of Advertising Effectiveness – Advertising Agencies.

**Unit IV:** Direct Response Advertising – Home Shopping – Direct Mail – Catalogs – Telemarketing – Internet Advertising – International Advertising – Impact of Culture – Customs – Law and Regulations.

**Unit V:** Brand Management: Brand Building and Positioning – Measuring Brand Performance – Designing Brand Marketing Programmes – Evaluating Brand Performance – Branding in Retail Business – Role of Own Label – Emerging trends in Brand Management.

(Case Studies are Compulsory)

### **Suggested Books:**

1. William Wills, John Burnett and Sandra Mriarty – Advertising Principles and Practice – Pearson,ND
2. YLR Murthy, Brand Management: Indian Cases . Vikas, ND
3. John. S. Wright Wills. L.Winter, Jr. and Sherliyer K.Leigler, Advertising – Tata McGraw Hill.
4. Manendra Mohan – Advertising Management Concepts and Cases – Tata McGraw Hill.
5. Percy & Elliot – Strategic Advertising Management, Oxford University Press.
6. AK.S.A.Chunnawala and K.C.Sethia – Foundations of Advertising Theory and Practice – Himalaya
7. George E.Belch and Michael A.Belch – Advertising and Promotion and Integrated Marketing Communication Perspective – Tata McGraw Hill.
8. Chunnawala, S.A., Compendium of Brand Management, Himalaya Publications House, 2004.
9. Mathur, U.G. Brand Management – Text and Cases, Macmillan India Ltd. 2006.

## **GLOBAL MARKETING MANAGEMENT (EM 405)**

**Objective:** to enlighten the students with the Concepts and Strategies of Global Marketing.

**Unit – I:** Globalization: Scope and Objectives – Major Decisions in Global Business - Environmental Factors Effecting global Business; Economic Environment – Cultural Environment – Political Environment – Legal Environment – Regional Integration and Global Trade Protectionism.

**Unit – II:** Perspective of Global Markets: Global Marketing Research and Information – Information Requirements of Global Markets – Organization for Global Market Research – Global Marketing Information System - Segmenting the Global Market – Segmentation Basis and Process – Global Markets and Criteria for Grouping Countries.

**Unit – III:** Global Marketing Decisions: Product Policy and Planning – Global Pricing Strategies – Global Channels of Distribution.

**Unit – IV:** Global Advertising – Multinational Sales Management and Foreign Sales Promotion – Export Procedure & Documentation – Special Economic Zones.

**Unit – V:** Planning and Control of Global Marketing Operations: Organization and Control in global Marketing – Marketing Planning and Strategy for Global Business.

(Case Studies are Compulsory)

### **Suggested Books:**

1. Warden J. Keegan : Global Marketing Management
2. Keifer Lee, Steve Carter, Global Marketing Management, Oxford University Press.
3. Gillispe, International Marketing, Cengage, ND
4. Jean-Pierre Jennet & H. David Hennessey, Global Marketing Strategies, Wiley India, Delhi.
5. Vasudeva: International Marketing, Excel Publications.
6. Dana-Nicoleta Lascu, International Marketing, Wiley India, New Delhi.
7. Varshney R.L. & Bhattacharya : International Marketing Management
8. Subhash C.Jain : International Marketing Management
9. Saravanael. P : International Marketing.