# ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

## MINOR

**Subject:** MARKETING

**w.e.f. AY 2023-24**

## COURSE STRUCTURE

<table>
<thead>
<tr>
<th>Semester</th>
<th>Course Number</th>
<th>Course Name</th>
<th>No. of Hrs/Week</th>
<th>No. of Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>II</td>
<td>1</td>
<td>Fundamentals of Marketing</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>III</td>
<td>2</td>
<td>Consumer Behaviour</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>IV</td>
<td>3</td>
<td>Advertising</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>IV</td>
<td>4</td>
<td>Brand Management</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>V</td>
<td>5</td>
<td>Service Marketing</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>V</td>
<td>6</td>
<td>Digital Marketing</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>
SEMESTER-II
COURSE 1: FUNDAMENTALS OF MARKETING

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

UNIT 1: INTRODUCTION TO MARKETING:
Marketing - Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing Manager in the current scenario, Marketing Environment – Internal and External Environment. Marketing Mix elements; Marketing Process.

Unit 2: SEGMENTING, TARGETING AND POSITIONING (STP):
Market segmentation, Meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Patterns of Targeting, Product positioning concept Positioning strategies.

UNIT-3: PRODUCT AND PRICING:

UNIT-4: PLACING AND PROMOTIONAL STRATEGIES:
Place-Need and importance of distribution, Factors influencing selection of distribution channel, Channels of Distribution. Elements of Promotional Mix- Advertising, Publicity, Public Relations, Sales Promotion, Personal Selling and Direct Marketing.

UNIT-4: Recent Trends in Marketing:
Reference Books:

1. Philip Kotler, Marketing Management, Pearson Education.


SEMESTER-III
COURSE 2: CONSUMER BEHAVIOUR

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

UNIT I: INTRODUCTION TO CONSUMER BEHAVIOUR:

UNIT II: FACTORS AFFECTING CONSUMER:

UNIT III: CONSUMER DECISION MAKING PROCESS:

UNIT IV: CONSUMER MOTIVATION & PERSONALITY:
UNIT V: MARKETING COMMUNICATIONS, CONSUMER RIGHTS:

Reference Books:
1. Leen G. Schiffman and L.H.Kanuk: Consumer Behaviour, Pearson Education
SEMESTER-IV  
COURSE 3: ADVERTISING  
Theory Credits: 4 4 hrs/week

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

UNIT-1: INTRODUCTION TO ADVERTISING MANAGEMENT
Meaning, Importance of advertising, History, Classification and Functions. The Key Players, Types of Advertising Brand communication role in marketing, integrated marketing communication, Role of communication in Branding. Digital Advertising- Meaning, Components, Advantages, Limitations, Types of Digital Advertising.

UNIT-2: ETHICS AND REGULATION IN ADVERTISING
Advertising and social responsibility, Impact of Advertising, Deception versus Puffery Impact of advertisements on children Women and Advertising Ethics in Advertising; Regulatory Bodies Review of Regulatory Environment; Codes of ethics and regulatory bodies.

UNIT-3: ADVERTISING DESIGN AND MEDIA PLANNING:

UNIT-4: ADVERTISING & THE INDIAN ECONOMY:
UNIT-5: AD AGENCIES:

Reference Books:
SEMMESTER-IV
COURSE 4: BRAND MANAGEMENT

Theory
Credits: 4
4 hrs/week

Course Objectives:

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

UNIT-I INTRODUCTION:

UNIT-II BRAND STRATEGIES:

UNIT-III BRAND COMMUNICATIONS:
Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebraties – On line Brand Promotions.

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

UNIT-V: BRAND PERFORMANCE:
Reference Books:

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

Course Objectives:

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

UNIT-I: INTRODUCTIONS TO SERVICES:

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

UNIT-II: SERVICE MARKETING MIX:

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

UNIT-III: CUSTOMER EXPECTATIONS OF SERVICE:

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

UNIT-IV: SERVICE QUALITY, SERVICE RECOVERY:

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

UNIT-V: MARKETING OF SERVICES:

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

SEMESTER-V  
COURSE 6: DIGITAL MARKETING  
Theory Credits: 4 4 hrs/week

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

UNIT-1 INTRODUCTION:  

UNIT-2: STARTING WITH THE WEBSITE:  
Building Website using Website/ Blog Foundations of analytics- Search engine optimization- Key Words, Key Word planner tools, SEO- One page and Off page Techniques: Indexing and Key word placing and content optimization.  

UNIT-3: E-MAIL MARKETING:  
E-Mail as Marketing Strategy- Email marketing segmentation, personalization and mobile friendly design – E-Mail Marketing as a process- Building Email list, Email Marketing Strategy and Monitoring, Email atomization.  

UNIT-4: CONTENT MARKETING FOUNDATIONS:  
Content Marketing Ecosystem, Content for Blogs and videos, Using contents for storytelling, Blogs for content marketing- Content marketing for staying relevant- Newsletters for content marketing. Integrated Content Marketing, Google Ads.
UNIT-5: DIGITAL MARKETING PROMOTION:

Reference Books: