

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN June - November 2024

Department : PUBLIC RELATIONS
Name/s of the Faculty : Dr. Shrinidhi S.
Course Title : Marketing Management in Public Relations
Course Code : 23PR/PC/MG14
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Recognize and define the core components of Marketing Management and its role in ethically promoting a brand and acquire the skills to draw an effective strategy	K1
CO2	Describe branding and its processes and differentiate between commercial and social marketing concepts	K2
CO3	Apply the marketing mix to the promotions of products and services and appreciate the use of research for effective marketing	K3
CO4	Analyse different marketing strategies adopted for profit and not-for profit organizations in the local, national and global level	K4
CO5	Evaluate and develop different marketing strategies and promotional tactics for digital and social media platforms for sustainable communication of any brand	K5, K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 24 – 26, 2024 (Day Order 4 - 6)	1	1.1 – Definition and Concepts 1.1.1 Principles and elements of Marketing 1.1.2 Scope of Marketing – Concepts of need, want and demand 1.1.3 Types of Marketing	K1	5	CO1	Lecture and use cases	Concept knowledge testing - in class activities
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.2 – Market Segment, Targeting and Positioning 1.3 – Types of Markets: Marketplace, Space and Meta Markets	K1	5	CO1	Lecture and case study discussions	Concept knowledge testing – case presentations by buddy groups
July 5 – 12, 2024 (Day Order 1 - 6)	1	1.4 – Need for Market Research and Analytics 1.5 – Integrated Marketing Communications	K1	5	CO1	Lecture and case study/ video discussions	Concept knowledge testing – case presentations

July 15 – 23, 2024 (Day Order 1 - 6)	2	2.1 – Brand – Meaning and Definition 2.2 – Brand Equity and Promotion Branding decisions – an introduction	K1 – K3	5	CO1 – CO3	Lecture	Concept knowledge testing – discussions enabling peer learning
July 24 – 31, 2024 (Day Order 1 - 6)	2	2.3 – Branding Decisions – positioning, repositioning, rejuvenation and relaunch 2.4 – Types of branding and brand building strategies 2.5 – Trends in Marketing Strategies	K1 – K3	5	CO1 – CO3	Lecture and case study discussions	Brand Quiz Component: Branding the Unbranded – a month-long branding assignment with outcomes
Aug 1 – 5, 2024 (Day Order 1 - 3)	2	2.6 – Personal Branding – Emergence, Scope, Importance and Relevance to Corporate Branding	K1 – K3	2	CO1 – CO3	Lecture and case study discussions	Buddy group activity - Presentation of various personal branding cases
Aug 6 – 10, 2024	C.A. Test - I						
Aug 12 – 14, 2024 (Day Order 4-6)	3	3.1 – Marketing for Non-profit Organizations 3.2- Concepts of Social Marketing and Cause-related Marketing – origin and purpose	K1-K3	3	CO1- CO3	Lecture and Video appreciation	Group discussion

Aug 16 – 23, 2024 (Day Order 1-6)	3	3.3 – Differences between social and commercial Marketing 3.4 – Integrating Social cause with Marketing – Social Marketing mix	K1-K3	5	CO1-CO3	Lecture and Video appreciation	Group discussions, Evaluation of social campaigns of brands
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3	3.5 –Social Marketing Campaigns by various brands - types of social media campaigns	K1-K3	5	CO1-CO3	Lecture and case study analysis	Component: Creation of Public Service Advertising
Sep 4 – 11, 2024 (Day Order 1-6)	4	4.1 – Introducing to Digital Marketing 4.2 – Introduction to Big Data and Analytics for Market study	K1 – K4	5	CO1-CO4	Lecture/ guest lecture	Concept knowledge testing, Presentations, case study analysis and discussions
Sep 12 - 20, 2024 (Day Order 1-6)	4	4.3 – Website planning and creation 4.4 – Search Engine Optimization	K1 – K4	5	CO1-CO4	Lecture/ guest lecture	Presentations, case study analysis and discussions
Sep 23 - 26, 2024 (Day Order 1-4)	4	4.5 – Content and affiliate marketing business 4.6 – Mobile Marketing	K1 – K4	3	CO1-CO4	Lecture/ guest lecture	Concept knowledge testing - in class activities; Presentations, case study analysis and discussions
Sep 27 – Oct 3, 2024	C.A. Test - II						

Oct 4 – 5, 2024 (Day 5 & 6)	5	5.1 – Social Media Marketing Strategies – Identifying the influencers and game changers 5.2 – Online brand and reputation management	K1- K5	2	CO1- CO5	Flipped classroom, peer learning	Discussions, analysis
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.3 – Marketing strategies for e-Commerce Portals 5.4 – effective branding on Social Media Platforms – Facebook, Twitter, Instagram, LinkedIn, Pinterest, Snap Chat	K1- K6	5	CO1- CO5	Lecture, peer learning	Brand analysis and evaluation of communication tools – presentations
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.5 – Creating video stories – Vlog, YouTube for promotion 5.6 – Effective Blog Writing: Planning, Creative and marketing	K1- K6	5	CO1- CO5	Guest lecture/ workshop	Development of informative blogs – creative activity
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						