

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086**  
**B.Com (A & F) DEGREE: ACCOUNTING AND FINANCE**

**SYLLABUS**  
**(Effective from the academic year 2015 -2016)**

**RECENT TRENDS IN MARKETING**

**CODE: 15CM/AE/RT45**

**CREDITS : 5**

**L T P : 4 1 0**

**TOTAL TEACHING HOURS: 65**

**OBJECTIVES OF THE COURSE**

- To acquaint the students about the recent trends in marketing.
- To provide an understanding of the application of marketing trends to discover and meet consumer needs.

**Unit 1** **(10 hrs)**

**Emerging Trends in Marketing – An Overview**

- 1.1 Meaning, Nature and Scope of Marketing
- 1.2 Modern Marketing Concepts
- 1.3 Emerging Trends – An Indian Perspective
- 1.4 Challenges for Marketers in the New Economy

**Unit 2** **(12 hrs)**

**Technology Driven Marketing**

- 2.1 **Cloud/Online Marketing**
  - 2.1.1 Meaning, Reasons for Growth of Online Marketing
  - 2.1.2 Introduction to Online Marketing Companies
- 2.2 **Mobile Marketing**
  - 2.2.1 Meaning, Reasons for Growth of Mobile Marketing,
  - 2.2.2 Introduction to Mobile Marketing Companies

**Unit 3** **(15 hrs)**

**Socially Responsible Marketing**

- 3.1 **Green Marketing**
  - 3.1.1 Meaning and Characteristics
  - 3.1.2 Reasons for Growth of Green Marketing
  - 3.1.3 Introduction to Green Marketing Companies in India
- 3.2 **Social Marketing**
  - 3.2.1 Meaning & Characteristics
  - 3.2.2 Reasons for growth of Social Marketing
  - 3.2.3 Introduction to Social Marketing Companies in India

**Unit 4** **Miscellaneous Marketing** **(15 hrs)**

- 4.1 Rural Marketing
  - 4.1.1 Meaning, Characteristics of Rural Market
  - 4.1.2 Reasons for Growth of Rural Market
  
- 4.2 **Viral Marketing**
  - 4.2.1 Meaning and Characteristics
  - 4.2.2 Reasons for Growth of Viral Marketing
  - 4.2.3 Introduction to Viral Marketing Campaigns in India

**Unit 5** **Recognising Emerging Trends: Management & Technological Tools** **(15 hrs)**

- 5.1 MIS: Meaning and Components of MIS, Benefits of MIS
- 5.2 CRM: Meaning of Customer Relationship, Customer Dissatisfaction and Delight, Strategies for Building Customer Relations.

**TEXT BOOK**

Kotler, Philip, Marketing Management, Prentice Hall, New Delhi.

**BOOKS FOR REFERENCE**

Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page, 2014

Jacquelyn A. Ottman, The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding Paperback, Berrett-Koehler, 2011

Jaiswal, M.P., Anjali Kaushik, e-CRM: Business and System Frontiers, 1st edition New Delhi, Asian Books, 2002

Pradeep Kashap, Rural Marketing, Prentice Hall, Delhi

**JOURNALS**

Indian Journal Of Marketing  
International Journal of Research in Marketing  
Journal of Marketing Theory and Practice

## **WEB RESOURCES**

[www.forbes.com](http://www.forbes.com)

[www.nielsen.com](http://www.nielsen.com)

[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

Total Marks: 50      Duration: 90Mins

Section A 3 x 2 = 6 (no choice)

Section B 3 x 8 = 24 (from a choice of four)

Section C 1 x 20 = 20 (from choice of two)

### **Third Component Tests**

Seminars

Quiz

Group discussion

Assignments

### **End Semester Examination:**

Total Marks: 100      Duration: 3 Hours

Section A – short answers (max. 30 words) - 10 x 2 = 20 Marks

Section B – Essay answers (Max. 500 words) 5 x 8 = 40 Marks (From a choice of 7)

Section C – Essay answers (Max. 1200 words) 2 x 20 = 40 Marks (From a choice of 4)