

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

SYLLABUS
(Effective from the academic year 2015 -2016)

ESSENTIALS IN MARKETING

CODE: 15CM/MC/EM24

CREDITS : 4

L T P : 4 0 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- To enable students to understand the intricacies of marketing, focusing on its macro role in society and micro role in business
- To expose students to various concepts, tools and principles of marketing

Unit 1

Introduction (12 hrs.)

- 1.1 Meaning, Nature and Scope of Marketing
- 1.2 Modern Marketing Concept, Marketing Mix
- 1.3 Overview of Marketing Management Process, Consumer Driven Marketing Strategies and Relationship Building

Unit 2

(10 hrs.)

Developing the marketing mix: Product and Pricing Strategies

- 2.1 Concept of Product, Product Life Cycle Strategy
- 2.2 New Product Development
- 2.3 Pricing- Factors to consider for Pricing, General Pricing Approaches or Strategies

Unit 3

(10 hrs.)

Communication Strategies -Integrated Marketing Communications

- 3.1 Integrated Marketing Communication- Meaning, Modes and Purposes
- 3.2 Tools for IMC - Advertising, Public Relations, Sales Promotion and Personal Selling
- 3.3 IMC Planning process - Review of Market plan, Situational analysis, Communication process analysis, Budget determination and Evaluation

Unit 4

(10 hrs.)

Advertising and Branding Decisions

- 4.1 Advertising - Meaning, Objectives and Significance
- 4.2 Methods of Traditional and Modern Advertising- Online Advertising- Banner Ads, Pop ups, Interstitials, Superstitials, Sponsorships, Email Advertising and Classified Advertising
- 4.3 Concept of Brand and Brand Management, Branding Decisions and Strategies

Unit 5

(10 hrs.)

Contemporary Issues

- 5.1 Interactive Marketing – Role of Social Media
- 5.2 E-CRM in Business, Customer relationship Management a Changing Perspective and Advantages of E-CRM
- 5.3 Marketing Ethics, Need and Importance of Socially Responsible Marketing

TEXT BOOK

Rajan Nair and Sanjith Nair, **Marketing**, Eleventh Edition, New Delhi, Sultan Chand & Sons, 2013.

BOOKS FOR REFERENCE

Dr. R.L. Varshney, Dr. S.L. Gupta, **Marketing Management**, Himalaya

Gandhi J.C. **Marketing**, New Delhi, Tata McGraw Hill, 2009

Jonathan Groucutt, Peter Leadley, Patrick Forsyth, **Marketing Essential Principles, New Realities**, Kogan Page, 2004

Philip Kotler, **Marketing**, 12th edition, New Delhi, Prentice Hall of India, 2008

Steven J Skinner, **Marketing**, Houghton Mifflin, 1994

William J. Stanton, Micheal J. Etzel, Bruce J. Walker, **Fundamentals of Marketing**, New Delhi, Mc Graw Hill, 2009

Xavier, M. J., **Marketing in the New Millenium**, New Delhi, Vikas, 2009

Mark Godson, Relationship Marketing, 2008 edition, Oxford University Press.

Philip Kotler and Gary Armstrong, Principles of Marketing, Prentice Hall of India, New Delhi

Roberts Graham-Phelps, 2006, 1st edition, Customer Relationship Management, Pvt. Ltd., New Delhi.

George Belch, Michael Belch, Advertising and Promotion

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

McCarthy and Perault; Basic Marketing, McGraw Hill

JOURNALS

Indian Journal of Marketing
International Journal of Marketing Studies
International Journal of Research in Marketing
International Journals of Marketing and Technology
Journal of Consumer Marketing
Journal of Marketing - American Marketing Association
Journal of Marketing Education

WEB RESOURCES

<http://www.yourarticlelibrary.com>
<https://www.boundless.com>
<httpwww.marketingsherpa.com>

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50 Duration: 90 Mins

Section A – Answer all Questions $7 \times 2 = 14$ Marks
Section B – Answer any Two Questions from a choice of Three $2 \times 8 = 16$ Marks
Section C – Answer any One Question from a choice of Two $1 \times 20 = 20$ Marks

Third Component Tests:

List of evaluation modes:

Seminars
Quiz
Group discussion
Assignments
Class Presentation

End Semester Examination:

Total Marks: 100 Duration: 3 Hours
Section A – short answers (max. 30 words) - $10 \times 2 = 20$ Marks
Section B – Essay answers (Max.500 words) $5 \times 8 = 40$ Marks (From a choice of 7)
Section C – Essay answers (Max.1200 words) $2 \times 20 = 40$ Marks (From a choice of 4)