

GROUP 7. DIGITAL MARKETING

Course Code	COMIMN107				
Course Title	ESSENTIALS OF MARKETING				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	A basic understanding of fundamental business concepts such as supply, demand, competition etc				
Course Summary	This introductory marketing course is designed to provide students with a foundational understanding of marketing principles, strategies, and tactics.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students understand the fundamental concepts of Marketing	U	C	Examinations/ Quizzes/ Assignment/Seminar
CO2	Analyse the marketing concepts to real-world business scenarios.	An	P	Examination Assignment/Seminar
CO3	Conduct critical analysis and acknowledge the significance of fundamental marketing principles.	An	P	Debates/Discussions Case analysis Exam
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs	Marks
			70	
I	INTRODUCTION TO ADVERTISING		10	15
		1. Meaning, Definition, Nature, and Importance of Advertising;		
		2. Scope of advertising		
		3. Key objectives and importance of advertising in marketing communication		
I		4. Overview of various types of advertising (e.g., product advertising, institutional advertising, comparative advertising, etc.)		
		5. DAGMAR Approach and Setting of Advertising Budget:		
		6. Explanation of the DAGMAR (Defining Advertising Goals for Measured Advertising Results) approach to setting advertising objectives		
		7. Methods for determining advertising budget allocation		
II	ADVERTISING MESSAGE AND MEDIA		12	20

		8. Advertising Message: Components of an advertising message: headline, body copy, visuals, etc.		
		9. Different types of advertising appeals and strategies for creating effective advertising copy		
		10. Types of Advertising Media: Overview of traditional and digital advertising media (e.g., print, television, radio, outdoor, online, social media, etc.)		
		11. Strengths and limitations of each advertising medium		
		12. Factors influencing the selection of advertising media		
		13. New Trends in Advertising: Emerging trends in advertising, including social media advertising and influencer marketing		
III	ADVERTISING EFFECTIVENESS		8	15
		14. Communication and Sales Effects of Advertising: the dual objectives of advertising: communication and sales impact		
		15. Methods for measuring advertising effectiveness, including pre-testing and post-testing techniques		
		16. Ethical Aspects of Advertising in India: Overview of ethical considerations in advertising practices		
IV	SALES PROMOTION		15	20
		18. Nature and Importance of Sales Promotion: role of sales promotion in the marketing mix		
		19. Key objectives and benefits of sales promotion activities		
		20. Tools of Sales Promotion: Overview of various sales promotion tools and techniques, including premiums, price offs, coupons, sampling, refunds, contests, games, point-of-purchase displays, etc.		
V		21. Strategies for effectively using each tool to drive sales and consumer engagement		
		22. Trade Promotion Tools: Convention, conferences, trade fairs, exhibitions and fashion shows, specialties, and novelties.		
	Practicum: It is recommended to conduct the following practical exercises			
	1	Discussions on various commercial and non-commercial advertisements in detail with examples		
V	2	Debate on the ethical and moral issues in advertisement in the modern era		
	3	Group discussions on digital advertisement and its importance in modern business		
	4	A mini project on the perception of youth towards celebrity endorsement in advertising		
	5	Preparation of a report on various sales promotion tools experienced by students in their real life.		
				30

2	Conduct real case studies to analyze marketing challenges, and successes and encourage learners to apply marketing concepts to solve practical problems		
3	Assign group projects where students develop marketing plans for hypothetical products or services		
4	Conduct role-playing exercises to simulate various marketing scenarios.		
5	Conduct peer reviews using marketing periodicals and journals		

References:

1. Marketing Management, S.A. Sherlakar., Himalaya.

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2. Fundamentals of Marketing, William J Stanton, Mc Graw Hill Publishing Co, New York
 3. Marketing by Lamb.Hair, Mc Daniel -Thomson.
 4. Marketing by Evans&. Berman, 2/e, Biztantra.
 5. Marketing-Concepts, strategies by William M Pride.OCFewell.Biztantra.
 6. Marketing Management, Ramaswamy &Namakumari, Macmillan.
 7. Marketing Management, Arun Kumar&"Meenakshi.Vikas.
 8. Principles of Marketing, Philip Kotler, Armstrong, Pearson Education.