

TKM COLLEGE OF ARTS & SCIENCE, KOLLAM

DEPARTMENT OF COMMERCE

DIGITAL MARKETING - PROBLEMS AND PROSPECTS

SYLLABUS

Objective: The main objective of the course is to help students understand digital marketing methods, from a variety of perspectives—as analysts, consumers, and entrepreneurs and will cover basic marketing and statistical concepts and provide an introduction to different online marketing tools.

Unit I: Principles and Drivers of New Marketing Environment – Web 2.0- Digital Media Industry - Reaching Audience Through Digital Channels- Traditional and Digital Marketing - Introduction to Online Marketing Environment

Unit II: Purchase Behavior of Consumers in Digital Marketing Format - Online Customer Expectations - Online B2C Buying Process - Online B2B Buying Behavior –Social Media Marketing Segments- Forms of Search Engines – Working of Search Engines .

Unit III: Personalization through Mass Customization - Choice Assistance - Personalized Messaging - Selling through Online Intermediaries - Direct to Customer Interaction - Online Channel Design for B2C and B2B Marketing, role of Social Media- Social Community (Facebook, LinkedIn, Twitter etc.)- Social Publishing (Blog, Tumblr, Instagram, Pinterest, Wikipedia, Stumble Upon etc.)- Social Entertainment (YouTube, My Space, Flickr etc.)- Social Commerce (Trip Advisor, 4 Squares, Banjo etc.) ,Legal and Ethical aspects related to Digital Marketing.

References

1. Smith P R Chaffey Dave, E-Marketing Excellence: The Heart of E-Business, Butterworth Heinemann, USA
2. Strauss Judy, E-Marketing, Prentice Hall, India
3. Easley D. Kleinberg J., “Networks, Crowds, and Markets – Reasoning about a Highly Connected World”, Cambridge University Press.
4. Matthew A. Russell, “Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn and other social media sites”, O'Reilly Media
5. Gavin Bell (Author), “Building Social Web Applications: Establishing Community at

the Heart of Your Site”, O’Reilly Media

MARKETING PRINCIPLES AND PRACTICES

Aim of the course:

To provide knowledge of the concepts, principles, tools and techniques of marketing.

Course objectives:

1. To help the students to understand marketing concepts and its applications
2. To make the students aware of modern methods and techniques of marketing.

UNIT-1: Market Segmentation, Targeting and Positioning - market segmentation: meaning and definition– basis-importance-stages- understanding consumer behavior and consumption pattern – consumer buying process: steps– factors influencing consumer buying – customer relations management – components — market targeting – market positioning. (14hrs)

UNIT – II: Product Development and Marketing– product: meaning – definition-features-classification- product innovation: meaning-strategies- product development: meaning– stages – product mix: goals- dimensions-variables – product life cycle (10hrs)

UNIT – III: Product Pricing and Promotion–significance – factors affecting price determination – pricing strategies of products and services- product promotion: meaning- definition- promotion mix –goals– factors influencing promotion mix –forms of promotion- promotion and selling- promotion and sales promotion – advertisement: objectives – functions – types –advertisement copy: features-essentials- qualities- personal selling – sales promotion techniques. (12hrs)

UNIT – IV: Managing logistics and channels of distribution –meaning – types – phases- channels of distribution - channels of distribution – types–marketing channel systems: vertical and horizontal. Marketing systems- issues involved in creating distribution channels – factors determining channels of distribution- distribution intensity (10hrs)

UNIT – V: Recent trends in Marketing – Direct marketing – E marketing – Tele marketing – M Business – Relationship marketing– Concept Marketing – Virtual Marketing – Marketing of FMCG – Social Marketing – De marketing – Re marketing – green marketing- Synchro marketing – Service marketing (concepts only) (8hrs)

Books Recommended:

1. Philip Kotler and Gary Armstrong Principles of Marketing, PHI, New Delhi.
2. William. J. Stanton, Fundamentals of Marketing, McGraw-Hill, New York.

3. Stanton W.J. Etzal Michael and Walker. Fundamentals of Marketing, McGraw-Hill, New York.

4. Nirmal Singh and Devendra Thakur. Marketing principles and Techniques, Deep Deep Publications Pvt. Ltd., New Delhi.

5. Mamoria and Joshy. Principles and Practice of Marketing, Kitab Mahal, Allahabad.

6. Rajan Nair. Marketing Management, Sultan Chand & Sons, New Delhi.

7. Ramaswamy and NamaKumari . Marketing Management, Macmillan India Ltd., New Delh