



ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION

MINOR

Subject: MARKETING

w.e.f. AY 2023-24

COURSE STRUCTURE

Semester	Course Number	Course Name	No. of Hrs/Week	No. of Credits
II	1	Fundamentals of Marketing	4	4
III	2	Consumer Behaviour	4	4
IV	3	Advertising	4	4
IV	4	Brand Management	4	4
V	5	Service Marketing	4	4
V	6	Digital Marketing	4	4

Reference Books:

1. Branding Concepts and Process by Pati D, Publisher: Macmillan
2. Brand Positioning by Subroto Sen Gupta, Publisher: Tata McGraw-Hill
3. Product Management in India by R. C. Majumdar, Publisher: Prentice-hall of India Pvt Ltd.
4. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall,
5. Moorthi YLR, Brand Management –Vikas Publishing House

SEMESTER-V
COURSE 5: SERVICES MARKETING

<u>Theory</u>	<u>Credits: 4</u>	<u>4 hrs/week</u>
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Course Objectives:

- To develop an understanding on service sector and services marketing.
- To learn about the service process and elements of services marketing mix.
- To understand and analyse customer expectations and perceptions towards services.
- To analyze the impact of service failure and develop service recovery strategies.
- To understand the functional aspects of various service sector units.

UNIT-I: INTRODUCTIONS TO SERVICES:

Role of services in Indian economy, nature of services, reasons for growth in service sector, types of services, difference between goods and services, need for service marketing and obstacles in service marketing- Growth in Services – Global & Indian Scenario.

UNIT-II: SERVICE MARKETING MIX:

Marketing management process for services -selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

UNIT-III: CUSTOMER EXPECTATIONS OF SERVICE:

Factors influencing customer expectations of service, issues involving customer service expectations, Customer perception of service.

UNIT-IV: SERVICE QUALITY, SERVICE RECOVERY:

Impact of service failure and recovery, customer responds to service failure. Service recovery strategies, service guarantee-Service quality issues and the human dimension in Services.

UNIT-V: MARKETING OF SERVICES:

Banking and Insurance, Health care, Hospitality services, retail services-Business process outsourcing (BPO).

Reference Books:

1. K.Ram Mohan Rao, Service Marketing, Pearson Education.
2. Vasant Venugopal and Raghu N, Services Marketing, Himalaya Publishing House.
3. P.N. Reddy , Services Marketing , Himalaya Publishing House.
4. S M Jha, Services Marketing, Himalaya Publishing House.

SEMESTER-V
COURSE 6: DIGITAL MARKETING

<u>Theory</u>	<u>Credits: 4</u>	<u>4 hrs/week</u>
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Course Objectives:

- To understand the fundamentals of digital marketing.
- Basic knowledge of Digital Marketing and technical knowhow required for Digital Marketing.
- An overview of Digital marketing strategies and best practices.
- An Understanding of the concepts of Digital marketing.
- Understanding various types of Digital promotional formats

UNIT-1 INTRODUCTION:

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

UNIT-2: STARTING WITH THE WEBSITE:

Building Website using Website/ Blog Foundations of analytics- Search engine optimization- Key Words, Key Word planner tools, SEO- One page and Off page Techniques: Indexing and Key word placing and content optimization.

UNIT-3: E-MAIL MARKETING:

E-Mail as Marketing Strategy- Email marketing segmentation, personalization and mobile friendly design – E-Mail Marketing as a process- Building Email list, Email Marketing Strategy and Monitoring, Email atomization.

UNIT-4: CONTENT MARKETING FOUNDATIONS:

Content Marketing Ecosystem, Content for Blogs and videos, Using contents for storytelling, Blogs for content marketing- Content marketing for staying relevant- Newsletters for content marketing. Integrated Content Marketing, Google Ads.

UNIT-5: DIGITAL MARKETING PROMOTION:

Types of Various Ad Formats: PPC, Banners, Video Ads, App Ads, Facebook advertising, Twitter Advertising, YouTube Advertising, LinkedIn Marketing. Affiliate Marketing, Influence marketing.

Reference Books:

1. Puneet Singh Bhatia: Fundamentals of Digital Marketing, 2nd Edition, Pearson
2. Dave Chaffey; Fiona Ellis- Chadwick: Digital Marketing Strategy, Implementation and Practice, 11th Edition, Pearson
3. Damian Ryan: Understanding Digital Market: Marketing Strategies for Engaging the Digital Generation, 4th Edition, Kogan Page
4. Swaminathan T.N and Karthik Kumar: Digital Marketing: From Fundamentals to Future, Cengage.
5. Seema Gupta: Digital Marketing , McGraw Hill Education (India) Private Limited.