

Course Code	Course Name	Category	L	T	P	Credit
20MBA252	SOCIAL MARKETING	Elective	3	0	0	3

**Preamble:** This course is based on the use of marketing principles to develop social marketing strategies and programs and to bring behavioural change for a social good. Social marketing can be used to promote merit goods, or to make a society to avoid demerit goods and thus promoting well-being of society. The course will also examine issues of social responsibility in business and how marketing may be used to promote more environmentally and socially conscious business practices.

**Prerequisite:** NIL

**Course Outcomes (COs):** After the completion of the course the student will be able to:-

CO1	Define social marketing and understand the concepts of behaviour change for social good.
CO2	Elucidate marketing approaches to public health from other theories and models
CO3	Analyse the social marketing environment.
CO4	Develop price, promotion and place strategies for a chosen social marketing issue.
CO5	Understand the critical points for effectively managing the development, implementation and evaluation of social marketing projects.

#### Mapping of course outcomes with program

	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	3	2	2	3
CO 2	3	3	2	2	2
CO 3	3	3	2	2	3
CO 4	3	3	2	2	3
CO 5	3	3	2	2	3

#### Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
Remember	20	20	10
Understand	40	40	30
Apply	40	40	20
Analyze			
Evaluate	Can be done through Assignments/ Seminars/Mini Projects		
Create	Can be done through Assignments/ Seminars/Mini Projects		

**Mark distribution**

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

**Continuous Internal Evaluation Pattern:**

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

**End Semester Examination Pattern:**

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

**Model Question paper**

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY  
FOURTH SEMESTER MBA DEGREE EXAMINATION**

**20MBA252 – SOCIAL MARKETING**

Max. Marks: 60

Duration: 3 Hours

**PART A**

Answer *all* questions. Each question carries 2 marks.

1. Define Social Research.
2. What is Targeting in social marketing?
3. Explain repositioning employed in social marketing
4. Explain the sources of funding in social marketing
5. What is crowd sourcing?

(5x2 marks = 10 marks)

**PART B**

Answer any *three* questions. Each question carries 10 marks

6. a. Explain the steps in developing a research plan. (6)
- b. Elucidate on the challenges in social marketing. (4)
7. Describe the steps that can be adopted for effective social marketing communication. (10)
8. What is the purpose of an evaluation plan? How is the evaluation conducted? (10)
9. Discuss the ethical issues in social marketing. (10)
10. Explain the steps in selecting target audiences for social marketing with examples. (10)

(3x10 marks = 30 marks)

**PART C**

Compulsory Question. This question carries 20 marks

11. a. Describe the steps to be followed while contacting the target segment. (10)
- b. Elucidate social marketing strategies of any two companies in Indian economy (10)

(1x20 marks =20marks)

<b>Syllabus</b>	
Module 1	<p><b>Social Marketing and the public health context of social marketing</b>            Social Marketing–Social Marketing in India, US and Africa; The social marketing process; Social marketing compared to other behavior change approaches, such as education and law; Ethical issues in social marketing; Marketing Public Health (Basics) - history and basic concepts of social marketing, Role of Marketing in public health. Social and cultural factors that influence public health; Criticisms of the public health, Challenges in public health marketing in developed and under developed countries</p>
Module 2	<p><b>Determining Research Needs and Options</b>            Major Research terminology, steps in developing a research plan; Situation Analysis – describe the background, purpose and focus of your plan, ethical consideration. Select target audiences; steps involved in selecting target audiences; variables used to segment markets; criteria for evaluating segments; how target audiences are selected; Ethical considerations in selecting target audiences; setting objectives and target goals; identifying target audience barriers, competition, and influencing others.</p>
Module 3	<p><b>Developing Social Marketing Strategies and 4Ps</b>            Crafting a desired Positioning–positioning statement, behaviour-focused positioning, barriers-focused positioning, benefits- repositioning, issues related to developing a positioning statement;            Social Marketing Ps: Product – creating a product platform; Price – determining monetary and nonmonetary incentives; Place–making access convenient and pleasant; Promotion–deciding on messages, messengers, and creative strategies; selecting communication channels.</p>
Module 4	<p><b>Managing Social Marketing Programs</b>            Monitoring and Evaluation, Measurement–what, how, when and its cost; Ethical considerations in evaluation; establish budgets and funding sources, additional sources, justification for budget, fund-raising, crowd sourcing, revising plan;            Implementation and sustaining behaviour– Implementation plan, Phasing, sustainability; Ethical considerations when implementing plans.</p>
Module 5	<p><b>Application of Social Marketing (project/assignment for students)</b>            Social Marketing Project - Background &amp; Purpose; Situation Analysis, Importance of accurately defining the problem, Understanding the problem, selecting target audience, objectives, setting behavior objectives and goals, identifying barriers, benefits, the competition and influential others, social marketing strategies, defining 4Ps, Plan for monitoring and evaluation, and implementation plan.</p>

### **Text Books**

1. Nancy R Lee, (2012). *Social Marketing: Influencing Behaviors for Good*, Sage Publications.
2. Kotler, P., Roberto, N. & Lee, N., (2002) *Social marketing: Improving the quality of life*, SAGE Publications, Inc.
3. Alan R. Andreasen, (2005). *Social marketing in the 21<sup>st</sup> century*, SAGE Publications.

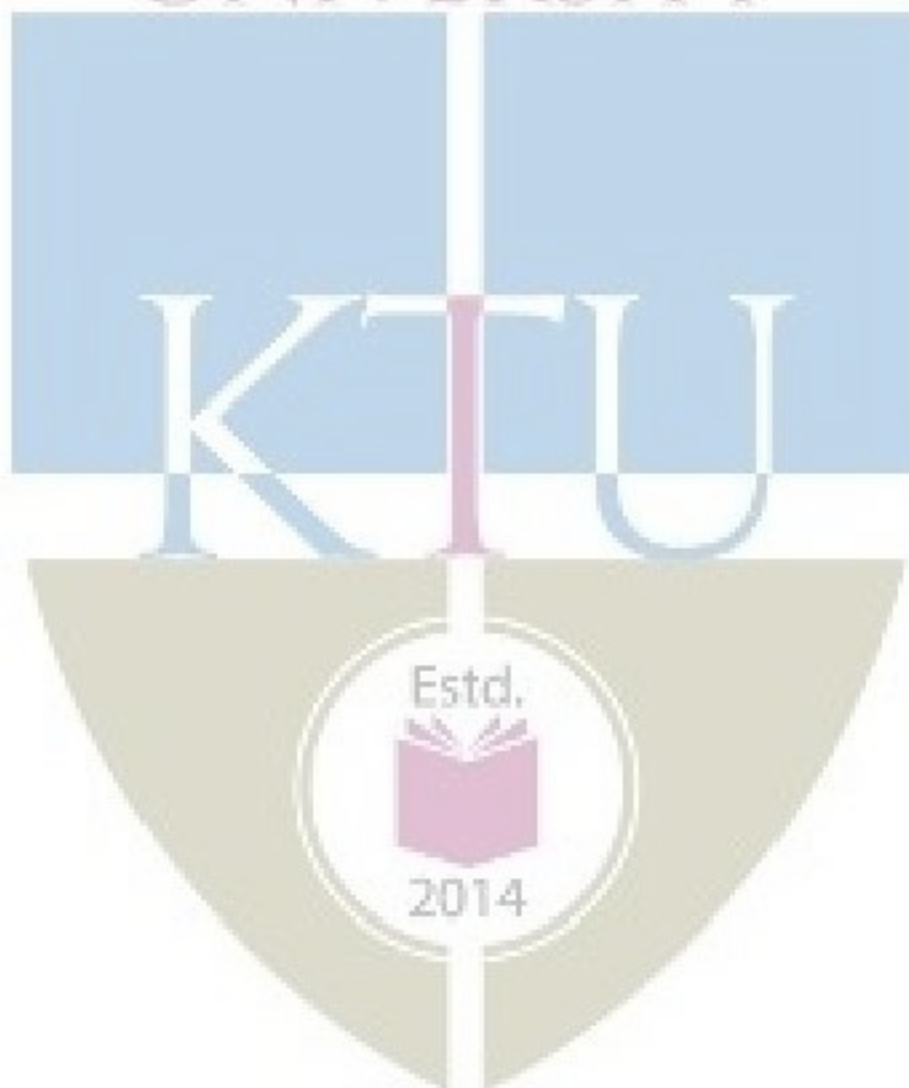
**References and Suggested readings**

1. Reis, A. & Trout, J., (2014). *Positioning – The battle for your mind: How to be seen and heard in an overcrowded marketplace*, Kindle Edition, Business Book Summaries.
2. Neumeier, M., (2003). *The brand gap: How to bridge the distance between business strategy and design*, New Riders.
3. Sameer Deshpande, (2013). *Social Marketing in India*, SAGE Response.
4. Craig Lefebvre, On Social Marketing and Social Change, <http://socialmarketing.blogs.com>
5. R. Craig Lefebvre & June A. Flora, Social marketing and public health intervention, *Health Education Quarterly* 1988;15:299–315; [http://socialmarketing.blogs.com/Publications/Social\\_Marketing\\_and\\_Public\\_Health\\_Intervention.pdf](http://socialmarketing.blogs.com/Publications/Social_Marketing_and_Public_Health_Intervention.pdf)
6. Sue Peattie & Ken Peattie, Ready to fly solo? Reducing social marketing's dependence on commercial marketing theory, *Marketing Theory*, 2003, <http://mtq.sagepub.com/content/3/3/365.full.pdf+html>
7. Glenane-Antoniadis, A, Whitwell, G, Bell, SJ & Menguc, B, Extending the vision of social marketing through social capital theory: Marketing in the context of intricate exchange and market failure, *Marketing Theory* 2003 3:323-343, <http://mtq.sagepub.com/content/3/3/323.full.pdf+html>
8. Kirby, Freimuth, Taylor and Parvanta. (2001). Identity Building and Branding at CDC: A Case Study, *Social Marketing Quarterly*. 7 2, pp. 16–35, <http://smq.sagepub.com/content/7/2/16.full.pdf+html>

**Course Contents and Lecture Schedule**

No	Topic	No. of Lectures
<b>1</b>	<b>Social Marketing and the public health context of social marketing</b>	
1.1	Social Marketing in India, US and Africa	3 Hrs
1.2	Social Marketing process and behaviour change	2 Hrs
1.3	Public health management – relevance, issues and challenges	3 Hrs
<b>2</b>	<b>Determining Research Needs and Options</b>	
2.1	Determining Research Needs and Options in social marketing	3 Hrs
2.2	Target marketing and its application	2 Hrs
2.3	Competition and influences in Social marketing	2 hrs
<b>3</b>	<b>Developing Social Marketing Strategies and 4Ps</b>	
3.1	Positioning efforts and strategies in social marketing	2 hrs
3.2	Marketing mix in social marketing	2 Hrs
3.3	Marketing mix strategies in social marketing	3 Hrs

<b>4</b>	<b>Managing Social Marketing Programs</b>	
4.1	Monitoring and evaluation of social marketing programmes	3 Hrs
4.2	Budgeting and funding in social marketing	2 Hrs
4.3	Designing and managing behavioural change	2 Hrs
<b>5</b>	<b>Application of Social Marketing</b>	
5.1	Social marketing project	2 Hrs
5.2	Targeting and positioning strategies	2 Hrs
5.3	Plan for Implementation and evaluation	3 Hrs
	Total	36 Hours



Course Code	Course Name	Category	L	T	P	Credit
20MBA254	CUSTOMER RELATIONSHIP MANAGEMENT	Elective	3	0	0	3

**Preamble:** Effective CRM strategies help companies align business process with customer centric strategies using people, technology and knowledge. Companies strive to use CRM to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantage and maximize profit. This course equips learners with a sound foundational knowledge of CRM concepts and the best practices so that they can implement CRM practices successfully for ensuring long-term profitability. It explores a variety of factors and actions that drive successful partnering relationships and in turn lead to higher customer satisfaction, market share and net cash flow.

**Prerequisite:** Nil

**Course Outcomes (COs):** After the completion of the course the student will be able to

<b>CO 1</b>	Understand the importance of customer relationship management in an organisation.
<b>CO 2</b>	Analyse the approaches that an organisation should adopt to build and maintain relationship with customers.
<b>CO 3</b>	Appraise the technologies used in customer relationship management.
<b>CO 4</b>	Develop strategies to implement CRM in an organisation
<b>CO 5</b>	Assess the impact of CRM on marketing channels.

#### Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CO 1</b>	3	3	1	2	-
<b>CO 2</b>	3	3	2	3	2
<b>CO 3</b>	3	3	1	3	3
<b>CO 4</b>	3	3	1	3	2
<b>CO 5</b>	3	3	1	1	2

#### Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
<b>Remember</b>	20	20	10
<b>Understand</b>	40	40	30
<b>Apply</b>	40	40	20
<b>Analyze</b>			
<b>Evaluate</b>	Can be done through Assignments/ Seminars/Mini Projects		
<b>Create</b>	Can be done through Assignments/ Seminars/Mini Projects		

**Mark distribution**

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

**Continuous Internal Evaluation Pattern:**

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

**End Semester Examination Pattern:**

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.



**Model Question paper**

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY  
FOURTH SEMESTER MBA DEGREE EXAMINATION**

**20MBA254 – CUSTOMER RELATIONSHIP MANAGEMENT**

Max. Marks: 60

Duration: 3 Hours

**PART A**

Answer *all* questions. Each question carries 2 marks.

1. List the 6Es in eCRM.
2. Define customer lifetime value.
3. How is logging and monitoring carried out?
4. Recall the various participants in CRM implementation.
5. What is data mining in CRM?

(5x2 marks = 10 marks)

**PART B**

Answer any *three* questions. Each question carries 10 marks

6. a. Outline the various CRM Technology Components. (5)  
b. Compare CRM with e-CRM. (5)
7. a. Summarise the stages in the loyalty ladder. (6)  
b. Explain customer profiling. (4)
8. a. Illustrate the relevance of Functionality and Technological implementation in Call Center. (5)  
b. Outline how computer telephony integration is used for call centre? (5)
9. a. Explain the concept of proposal generation. (5)  
b. Outline the significance of pre implementation phase of CRM (5)
10. a. Explain the impact of multi channels in customer relationship management. (5)  
b. Summarise the steps in lead management process. (5)

(3x10 marks = 30 marks)

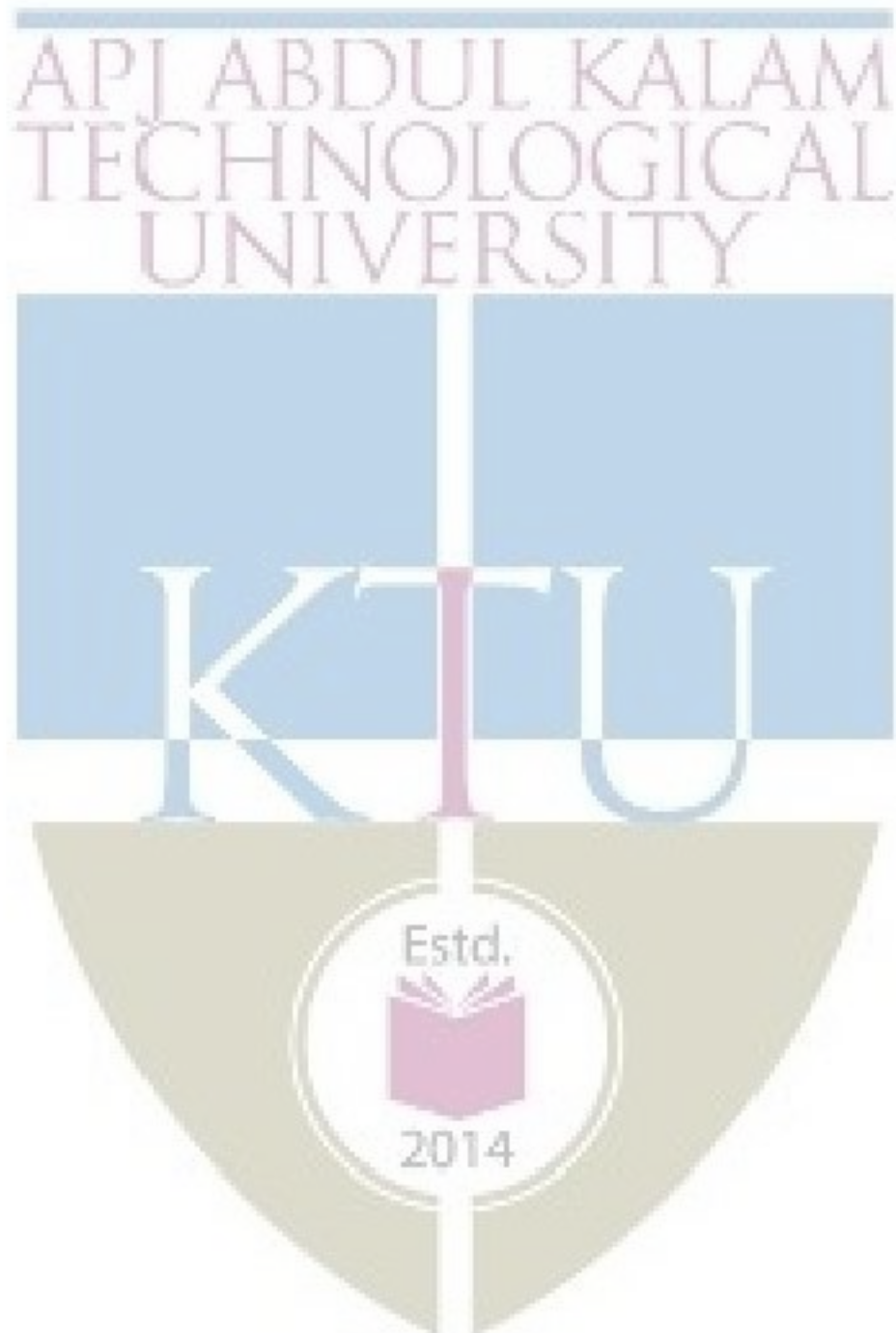
**PART C**

Compulsory Question. This question carries 20 marks

11. Explain the changing trends in CRM. How does it effectively work in retaining customer base?

(1x20 marks =20marks)

<b>Syllabus</b>	
Module 1	<b>Introduction to CRM:</b> Definition and Scope of CRM, History and Evolution of CRM, Objectives of CRM, Benefits of CRM, CRM myths, CRM technology, Technology Components of CRM, CRM as a strategic marketing tool, CRM significance to the stakeholders, CRM Issues and Problems, eCRM- Definition, Framework of eCRM, Six Es in eCRM, Features of eCRM, Difference between CRM and eCRM
Module 2	<b>Managing Customer Relationship:</b> Customer portfolio management, Managing customer life cycle, Customer lifetime value, Customer Interaction Cycle, Customer Interaction Management, Customer Profiling, Customer Centricity in CRM, Customer touch points, Loyalty Management, Loyalty Ladder, Types of customer loyalty, Loyalty programmes, reasons of failure of loyalty programmes.
Module 3	<b>Technology in CRM:</b> Sales Force Automations (SFA) barriers to successful SFA, functionality and technological aspects of SFA Enterprise Marketing Automation (EMA): Components of EMA (promotions, events loyalty and retention programs), response management. Call Center: ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration), web enabling call center, automated intelligent call routing, logging & monitoring. Application Service Provider (ASP): Functions, Advantages & disadvantages.
Module 4	<b>Implementing CRM:</b> Pre-implementation, kick off meeting, requirements gathering, prototyping and detailed proposal generation, development of customization, Power use beta test and data import, training, rollout and system hand off, ongoing support, system optimization, follow up.
Module 5	<b>Impact of CRM on Marketing Channels:</b> Traditional distribution channel structure supporting customer relationship, Emerging channel trends that impact CRM; CRM Models, CRM tools, Supplier Relationship Management (SRM), Partner relationship Management (PRM), Lead management, Communication methodologies, Data Mining for CRM, Data warehousing, Future of CRM, Ethical issues in CRM
<b>Textbook</b>	
<ol style="list-style-type: none"> <li>1. Sheth, J. N., Atul, P., &amp; Shainesh, G. (2017). <i>Customer Relationship Management: Emerging Concepts, Tools and Applications</i>. McGraw Hill</li> <li>2. Mohammed, H. P., &amp; Sagadevan, A. (2006). <i>Customer Relationship Management - A step-by step approach</i>. Vikas Publication Pvt. Ltd</li> </ol>	
<b>References and Suggested Readings</b>	
<ol style="list-style-type: none"> <li>1. Greenberg, P. (2017). <i>CRM at the Speed of Light</i>. McGraw-Hill.</li> <li>2. Buttle, F. &amp; Maklan, S. (2015). <i>Customer Relationship Management: Concepts and Technologies</i>. Routledge.</li> <li>3. Alok Kumar Rai (2012). <i>CRM: Concepts and Cases</i>. PHI</li> </ol>	



### Course Contents and Lecture Schedule

No	Topic	No. of Lectures
<b>1</b>	<b>Introduction to CRM</b>	
1.1	Definition and Scope of CRM, History and Evolution of CRM, objectives of CRM, Benefits of CRM, CRM myths	2
1.2	CRM technology, Technology Components of CRM	2
1.3	CRM as a strategic marketing tool, CRM significance to the stakeholders, CRM Issues and Problems	2
1.4	eCRM- Definition, Framework of eCRM, Six Es in eCRM, features of eCRM, Difference between CRM and eCRM	2
<b>2</b>	<b>Managing Customer Relationship</b>	
2.1	Customer portfolio management, Managing customer life cycle, Customer lifetime value	2
2.2	Customer Interaction Cycle, Customer Interaction Management, Customer Profiling, Customer Centricity in CRM, Customer touch points	3
2.3	Loyalty Management, Loyalty Ladder, Types of customer loyalty, Loyalty programmes, reasons of failure of loyalty programmes	2
<b>3</b>	<b>Technology in CRM</b>	
3.1	Sales Force Automations (SFA) barriers to successful SFA, functionality and technological aspects of SFA	2
3.2	Enterprise Marketing Automation (EMA): Components of EMA, Response management	2
3.3	Call Center:ACD (Automatic Call Distribution), IVR (Interactive Voice Response), CTI (Computer Telephony Integration),web enabling call center, automated intelligent call routing, logging & monitoring	2
3.4	Application Service Provider (ASP): Functions, Advantages & disadvantages	1
<b>4</b>	<b>Implementing CRM</b>	
4.1	Pre-implementation, kick off meeting, requirements gathering, prototyping and detailed proposal generation	2
4.2	development of customization, Power use beta test and data import	2
4.3	training, rollout and system handoff, ongoing support, system optimization, follow up	2
<b>5</b>	<b>Impact of CRM on Marketing Channels</b>	
5.1	Traditional distribution channel structure supporting customer relationship, emerging channel trends that impact CRM	2
5.2	CRM Models, CRM tools	2
5.3	Supplier Relationship Management (SRM), Partner relationship Management (PRM), lead management	2
5.4	Communication methodologies, Data Mining for CRM, Data warehousing, Future of CRM, Ethical issues in CRM	2
Total Hours		36 hours

Course Code	Course Name	Category	L	T	P	Credit
20MBA256	RURAL MARKETING	Elective	3	0	0	3

**Preamble:** The population of India is significantly centred in semi urban and rural geographies which must be approached with paradigms that suit their economic, social and demographic contexts. By understanding rural consumer behaviour and applying marketing in rural settings, spaces and structures, students should be able to identify challenges and opportunities in the marketing environment so that they can impart managerial initiatives and relevant frameworks useful for business development in rural India.

**Prerequisite:** Nil

**Course Outcomes (COs):** After the completion of the course the student will be able to:

<b>CO 1</b>	Apply knowledge of rural markets and governance initiatives to develop marketing strategies that overcome constraints facing rural consumer contexts.
<b>CO 2</b>	Analyse the differences in the rural consumer in terms of social, cultural and technological factors through application of rural marketing research
<b>CO 3</b>	Apply STP Strategies in rural markets with specific tools and approaches that enable market success
<b>CO 4</b>	Analyse marketing mix strategies to rural markets using methodologies and market orientations that target rural consumers
<b>CO 5</b>	Develop models of planned rural marketing frameworks that aid markets and societies centred in rural geographies

#### Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CO 1</b>	2	3	3	2	3
<b>CO 2</b>	2	2	2	3	2
<b>CO 3</b>	3	3	2	2	2
<b>CO 4</b>	3	3	1	1	1
<b>CO 5</b>	2	3	3	3	1

#### Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
<b>Remember</b>	20	20	10
<b>Understand</b>	40	40	30
<b>Apply</b>	40	40	20
<b>Analyze</b>			
<b>Evaluate</b>	Can be done through Assignments/ Seminars/Mini Projects		
<b>Create</b>	Can be done through Assignments/ Seminars/Mini Projects		

**Mark distribution**

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

**Continuous Internal Evaluation Pattern:**

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

**End Semester Examination Pattern:**

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

**Model Question paper**  
**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**  
**FOURTH SEMESTER MBA DEGREE EXAMINATION**

**20MBA256 – RURAL MARKETING**

Max. Marks: 60

Duration: 3 Hours

**PART A**

Answer *all* questions. Each question carries 2 marks.

1. What are characteristics of rural markets?
2. Three methods of data collection suitable in rural market research?
3. How are rural products classified?
4. Four Advertising tools or methods that will suit rural consumers.
5. List and explain importance of cooperative societies.

(5x2 marks = 10 marks)

**PART B**

Answer any *three* questions. Each question carries 10 marks

6. a. Illustrate with real life examples the importance of rural markets in India. (5)  
 b. What are the problems rural marketers face and how can they overcome them? (5)
7. a. Distinguish rural and urban consumers in terms of their social, cultural and technology adoption aspects. (5)  
 b. Develop a research plan to study about rural women's' usage patterns of washing powders. (5)
8. a. Illustrate with examples the distribution channels used by rural societies and cooperatives to market their product. (5)  
 b. Examine how technology can be used to improve the rural value delivery process. (5)
9. a. Summarise the key differences between rural and urban markets with respect to participants and scale and scope of their activity (5)  
 b. Identifies key factors for success in agricultural produce and handicrafts marketing to a national level market. (5)
10. a. Compare and contrast approaches in rural FMCG marketing of any two major players. (5)  
 b. Using the examples from present day businesses, examine the role of the corporate sector in agribusiness development, processing and retailing. (5)

(3x10 marks = 30 marks)

**PART C**

Compulsory Question. This question carries 20 marks

11. ***Capitalising on Rural Markets***  
 The hinterlands in India consist of about 650,000 villages. These villages are inhabited by about 850 million consumers making up for about 70 per cent of population and contributing around half of the country's Gross Domestic Product (GDP). Consumption patterns in these rural areas are

gradually changing to increasingly resemble the consumption patterns of urban areas. Some of India's largest consumer companies serve one-third of their consumers from rural India. Owing to a favourable changing consumption trend as well as the potential size of the market, rural India provides a large and attractive investment opportunity for private companies. India's per capita GDP in rural regions has grown at a Compound Annual Growth Rate (CAGR) of 6.2 per cent since 2000. The Fast Moving Consumer Goods (FMCG) sector in rural and semi-urban India is expected to cross US\$ 20 billion mark by 2018 and reach US\$ 100 billion by 2025.

The Government of India has planned various initiatives to provide and improve the infrastructure in rural areas which can have a multiplier effect in increasing movements of goods, services and thereby improve earnings potential of rural areas subsequently improving consumption.

- The Government of India has approved the proposal to construct 10 million houses for the rural population, which will require an investment outlay of Rs 81,975 crore (US\$ 12.7 billion) for the period from 2016-17 to 2018-19.
- The Government of India aims to provide tap water regularly to every household by 2030 in line with United Nations Sustainable Development Goals, requiring a funding of Rs 23,000 crore (US\$ 3.57 billion) each year until the target is met.
- The Government of India is looking to install Wi-Fi hotspots at more than 1,000 gram panchayats across India, under its ambitious project called Digital Village, in order to provide internet connectivity for mass use, as well as to enable delivery of services like health and education in far-flung areas.

As is the trend with urban India, consumers in the rural regions are also expected to embrace online purchases over time and drive consumption digitally. The rural regions are already well covered by basic telecommunication services and are now witnessing increasing penetration of computers and smart phones. Taking advantage of these developments, online portals are being viewed as key channels for companies trying to enter and establish themselves in the rural market. The Internet has become a cost-effective means for a company looking to overcome geographical barriers and broaden its reach.

Market research firm Nielsen expects India's rural FMCG market to reach a size of US\$ 100 billion by 2025. Another report by McKinsey Global Institute forecasts the annual real income per household in rural India to rise to 3.6 per cent 2025, from 2.8 per cent in the last 20 years.

- a. What are the possible approaches of segmenting the rural market to enable the Government to provide the best benefits to most deserving segments? What segmentation tools can be used? (10)
- b. How can the investment in IT drive growth in rural markets? What sectors should be given predominance among rural industries? Justify your answers. (10)

(1x20 marks =20marks)



<b>Syllabus</b>	
Module 1	<b>Rural Markets:</b> Rural Market in India- Size & Scope, Rural development as a core area, Efforts put for Rural development by government, Emerging Profile of Rural Markets in India, Problems of rural market. Constraints in Rural Marketing and Strategies to overcome constraints.
Module 2	<b>Rural Consumer Behavior:</b> Rural Consumer Vs Urban Consumer – a comparison, Factors affecting Rural Consumer Behavior- Social factors, Cultural factors, Technological factors <b>Rural Marketing Research:</b> Process of Research in Rural Markets, Approaches in Rural Markets.
Module 3	<b>Segmenting, Targeting and Positioning:</b> Conditions for Effective Market Segmentation, Approaches for Segmenting the Rural Market, Rural Market Segmentation Tools. <b>Product &amp; Pricing Strategies for Rural Markets</b> Rural Product classification, Product Decisions and Strategies, Product Life Cycle Strategies in Rural Markets, New Product Development in Rural Markets, Rural pricing Strategies.
Module 4	<b>Promotion &amp; Distribution Strategies for Rural Markets:</b> Advertising, Advertising mix factors, Media planning, Objectives of advertising and sales promotion
Module 5	<b>Rural and Urban Markets:</b> Comparative Analysis, Parameters Differentiating Urban & Rural Markets, Similarities and Differences in Consumer Behavior in Rural & Urban Markets. <b>Marketing of Agricultural Produce and Inputs:</b> Regulated markets, Cooperative Marketing & Processing Societies, Corporate Sector in Agri-Business: Cultivation, Processing & Retailing; Rural Marketing of FMCGs.
<b>Text Books</b>	
<ol style="list-style-type: none"> <li>1. Kashyap, P. (2016). <i>The rural marketing</i>, (3<sup>rd</sup> Ed). Pearson Education.</li> <li>2. Badi, V.R &amp; Badi, N.V., (2010), <i>Rural Marketing</i>, Himalaya Publishing.</li> <li>3. Velayudhan, S, K., (2007). <i>Rural marketing: targeting the non-urban consumer</i>, (2<sup>nd</sup> Ed). Sage Publications.</li> <li>4. Krishnamacharyulu, C.S.G &amp; Lalitha R., (2010). <i>Rural marketing</i> (2<sup>nd</sup> Ed). Pearson.</li> <li>5. Dogra, B. &amp; Ghuman, K., (2007). <i>Rural marketing: concept &amp; cases</i>, Tata Mcgraw-Hill Publishing Company.</li> <li>6. Ram Kishen, (2015). <i>New Perspectives in Rural &amp; Agricultural Marketing</i>, Jaico Publishing House.</li> <li>7. Chakraborty, D. (2018). <i>Rural marketing in India: texts and cases</i>, Atlantic Publishers</li> </ol>	
<b>Reference Books</b>	
<ol style="list-style-type: none"> <li>1. Singh, S., <i>Rural Marketing – Focus on Agricultural Inputs</i>, Vikas Publishing House</li> <li>2. Shepherd, A., “A Guide to Maize Marketing for Extension Officers”. Extension Guide 1, Marketing &amp; Rural Finance Service. FAO, Rome. <a href="http://www.fao.org/docrep/013/i1792e/i1792e00.pdf">http://www.fao.org/docrep/013/i1792e/i1792e00.pdf</a></li> <li>3. Singh, A.K. and Pandey S., (2005). <i>Rural Marketing: Indian Perspective</i>, New Age</li> </ol>	

International Publishers.
4. Krishnamoorthy, R., (2011). <i>Introduction to rural marketing</i> . Himalaya Publishing House

### Course Contents and Lecture Schedule

No	Topic	No. of Lectures
<b>1</b>	<b>Rural Market in India-</b>	
1.1	Size & Scope of rural market, Problems of rural market. Rural development as a core area	3 Hrs
1.2	Efforts put for Rural development by government, Emerging Profile of Rural Markets in India	2 Hrs
1.3	Constraints in Rural Marketing and Strategies to overcome constraints	2 Hrs
<b>2</b>	<b>Rural Consumer Behaviour</b>	
2.1	Rural Consumer Vs Urban Consumer – a comparison	2 Hrs
2.2	Factors affecting Rural Consumer Behaviour- Social factors, Cultural factors, Technological factors.	3 Hrs
2.3	Process of Marketing Research in Rural Markets, Approaches in Rural Markets	2 Hrs
<b>3</b>	<b>Segmenting, Targeting and Positioning /product &amp; Pricing Strategies for Rural Markets:</b>	
3.1	Conditions for Effective Market Segmentation, Approaches for Segmenting the Rural Market, Rural Market Segmentation Tools.	2 Hrs
3.2	Rural Product classification, Product Decisions and Strategies, Product Life Cycle Strategies in Rural Markets	3 Hrs
3.3	New Product Development in Rural Markets, Rural pricing Strategies	3 Hrs
<b>4</b>	<b>Promotion &amp; Distribution Strategies for Rural Markets:</b>	
4.1	Advertising, Advertising mix factors	2 Hrs
4.2	Media planning	2 Hrs
4.3	Objectives of advertising and sales promotion	2 Hrs
<b>5</b>	<b>Rural and Urban Markets:</b>	
5.1	Comparative Analysis, Parameters Differentiating Urban & Rural Markets	2 Hrs
5.2	Similarities and Differences in Consumer Behaviour in Rural & Urban Markets.	2 Hrs
5.3	Marketing of Agricultural Produce and Inputs: Regulated markets, Cooperative Marketing & Processing Societies	2 Hrs
5.4	Corporate Sector in Agri-Business: Cultivation, Processing& Retailing; Rural Marketing of FMCGs	2 Hrs
	Total	36 Hours

Course Code	Course Name	Category	L	T	P	Credit
20MBA258	STRATEGIC MARKETING	Elective	3	0	0	3

**Preamble:** Successful organisations should optimally utilise the resources available to it to achieve its mission. Marketing strategies are central to the success of long term goals by having present and planned objectives, resource deployments, and interactions with markets, competitors and other environmental factors. Through this course students understand how market strategy formulation and implementation is done within environmental constraints.

**Prerequisite:** Nil

**Course Outcomes (COs):** After the completion of the course the student will be able to

<b>CO 1</b>	Examine the nature, scope and levels of market oriented strategic planning and role of the marketing plan in this.
<b>CO 2</b>	Analyse the nature, structure and pattern of competitor strategies and organisational defence mechanisms
<b>CO 3</b>	Use portfolio analysis and situational analysis models to examine organisational strengths and weaknesses.
<b>CO 4</b>	Analyse strategy implementation in different sectors using marketing tools and approaches
<b>CO 5</b>	Develop and classify strategies available to organisations and measure its performance through audits and feedback

#### Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CO 1</b>	2	2	2	3	3
<b>CO 2</b>	3	2	3	2	2
<b>CO 3</b>	3	3	3	2	2
<b>CO 4</b>	3	3	2	2	3
<b>CO 5</b>	3	3	2	2	3

#### Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
<b>Remember</b>	20	20	10
<b>Understand</b>	40	40	30
<b>Apply</b>	40	40	20
<b>Analyze</b>			
<b>Evaluate</b>	Can be done through Assignments/ Seminars/Mini Projects		
<b>Create</b>	Can be done through Assignments/ Seminars/Mini Projects		

**Mark distribution**

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

**Continuous Internal Evaluation Pattern:**

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

**End Semester Examination Pattern:**

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

**Model Question paper**

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY  
FOURTH SEMESTER MBA DEGREE EXAMINATION**

**20MBA258 – STRATEGIC MARKETING**

Max. Marks: 60

Duration: 3 Hours

**PART A**

Answer *all* questions. Each question carries 2 marks.

1. What are the levels of strategic planning in organisations?
2. Define strategies for market nichers.
3. What is the use of Delphi approach in forecasting trends?
4. Outline the constraints in strategy implementation.
5. List and explain types of industries.

(5x2 marks = 10 marks)

**PART B**

Answer any *three* questions. Each question carries 10 marks

6.
  - a. Explain the components of the strategic marketing process. (5)
  - b. How does developing a marketing plan help organisations? Describe. (5)
7.
  - a. Examine the competitive strategies used by market leaders, followers and challengers. (5)
  - b. Explain what are the possible measures to measure market share? (5)
8.
  - a. Compare and contrast any three contributions of Michael Porter to the understanding of Strategy. (5)
  - b. How is the 7S framework useful in strategy implementation in organisations? Illustrate with examples. (5)
9.
  - a. Distinguish between any two portfolio analysis models used by companies for strategic planning. (5)
  - b. Examine the function of the PIMS model in strategy development. Examine how cost drivers and uniqueness drivers aid strategy implementation. (5)
10.
  - a. Analyse the effect of product life cycle on marketing strategy with examples from product or service industry. (5)
  - b. Illustrate how the marketing mix strategy is used in FMCG sector in association with an STP strategy to reap maximum gains. (5)

(3x10 marks = 30 marks)

**PART C**

Compulsory Question. This question carries 20 marks

11. *Folix: industry transition from 'growth' to 'maturity'*

Folix operates in an industry that is experiencing a transition to maturity and there are fundamental changes taking place in the competitive environment. Unfortunately, many executives in the firm do not perceive the need for change, while others perceive them very clearly but are reluctant to make the substantial changes in strategy that are required. This is perhaps because they feel it has implications for organizational structure and leadership and is not in their own personal best interests.

The slow down in growth rates of the industry implies that the firm cannot maintain its own growth rate in the industry simply by maintaining market share. To maintain growth rate in sales, market share has to be increased at the expense of competition. This sudden change in strategy may be interpreted by Folix's competitors, who have so far coexisted amicably, as aggressive and irrational and may lead to substantial retaliation. Warfare in terms of price cutting, uncharacteristic promotional activity and novel additional services may manifest itself and this is not in anyone's interest.

Another problem has been that as customers have become used to using the product they have also become more critical in their appraisal of the offerings and more brand aware. Customers' attention has moved from deciding whether to purchase the product at all to making choices among brands. The slower growth rate and more knowledgeable customers has caused competition to be based more upon level of service and keeping down costs.

During the time of growth and expansion, capacity additions to the industry were continual and regular. The situation has now been reached where over-capacity has occurred. Scaling down operations or at least careful monitoring of any further demands for increasing capacity have to be carefully examined. Over-capacity can lead to over-production and thence to price warfare to take up the production capacity. There has been some general reduction in profit levels. The fall in profits has reduced cash flow and decreased the value of shares in the firm.

- a. In the given context how can marketing performance be measured using strategic marketing audit? (10)
- b. What is the nature of organizational problems that the organisation faces? Suggest a program for implementing the new way of strategic thinking which will consider the organizational issues that may raise obstacles to implementation. (10)

<b>Syllabus</b>	
Module 1	<b>Introduction to strategic planning:</b> Nature and scope of market oriented strategic planning, Corporate & division planning SBUS, Business strategic planning, the marketing process, marketing plan
Module 2	<b>Market Situation Analysis:</b> Analysis of Competitors Strategies and Estimating their Reaction Pattern and Competitive Position; Market Leader Strategies ñ Expanding the Total market, Prote Share, Expanding market Share,
Module 3	<b>An approach to strategy formulation:</b> Marketing Research, Forecasting Contextual Possibilities – Trend Projection, Delphi Approach, Planning Scenarios, Analytical tools – Financial Models, Portfolio Models, Benchmarking & the PIMS Model. Michael Porter’s five force competition model – Generic Strategies, Concept of Value Creation – Cost drivers & Uniqueness drivers, 4C’s of Strategy, SWOT Analysis, GAP Analysis – Competitive Analysis – Porter’s 5 forces Model of competition, BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, McKinsey’s 7s framework for analyzing and improving organizational effectiveness.
Module 4	<b>Marketing Strategy Implementation:</b> Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services, Constraints in marketing strategy implementation, Relationships - with Suppliers, Customers, & Channels of Distribution, Offerings – Marketing Mix – Segmentation, Targeting & Positioning, Timing – Timing of Entry and Exit – Effect of Product Life Cycle on Strategy, Resources Deployment – Value-based Planning, Monitoring, Shareholder Value.
Module 5	<b>Marketing orientation to development policy:</b> Corporate strategy – Distinction between Strategy and Strategic plan - Defensive strategy - Offensive strategy - Classifications of strategies -Competitive Analysis - Industry Analysis - Self Analysis of Organizations. <b>Marketing Strategy Evaluation:</b> Marketing Audits & their scope – Measurement of Marketing Performance and its feedback to next year’s Marketing strategy formulation.

**Text Books**

1. Kotler, P. (1990). *Marketing management: analysis, planning & control* (11th ed.). Prentice Hall
2. Phophalia, A. K., Sharma, S., Basotia, G. R., (1997). *Marketing management: analysis, planning and control*. Kanishka Publishers
3. Kazmi, A. (2008). *Strategic management and business policy*. Tata McGraw Hill.
4. West, D., Ford, J. & Ibrahim, E. (2011). *Strategic marketing: creating competitive advantage*, Oxford University Press India.
5. Nag A., (2008). *Strategic Marketing*. Macmillan Publishers India.

**References and Suggested readings**

1. Cravens, D.W., (1999). *Strategic marketing*. McGraw Hill Higher Education.
2. Kaynak, E. and Savitt, R., (1984). *Comparative marketing systems*, Praegar, New York.
3. Dess, E. G., Eisner, A., Lumpkin, T., & Mcnamara, G. (2013). *Strategic management: creating competitive advantages*. McGraw-Hill Higher Education
4. Porter M. E., (2004). *Competitive advantage: creating, sustaining superior*

performance, Simon & Schuster.

5. Xavier, M. J., (1999). *Strategic marketing a guide for developing sustainable competitive advantage*. Sage Response.

### Course Contents and Lecture Schedule

No	Topic	No. of Lectures
<b>1</b>	<b>Introduction to strategic planning</b>	
1.1	Nature and scope of market oriented strategic planning,	3 hours
1.2	Corporate & division planning SBUS, Business strategic planning,	2 hours
1.3	The marketing process, marketing plan	3 hours
<b>2</b>	<b>Market Situation Analysis; ,</b>	
2.1	Analysis of Competitors Strategies and Estimating their Reaction Pattern and Competitive Position;	2 hours
2.2	Market Leader Strategies in Expanding the Total market,	3 hours
2.3	Protecting market Share, Expanding market Share	2 hours
<b>3</b>	<b>An approach to strategy formulation.</b>	
3.1	Marketing Research, Forecasting Contextual Possibilities – Trend Projection, Delphi Approach, Planning Scenarios	1 hour
3.2	Analytical tools – Financial Models, Portfolio Models, Benchmarking & the PIMS Model. Michael Porter’s five force competition model – Generic Strategies	2 hours
3.3	Concept of Value Creation – Cost drivers & Uniqueness drivers, 4C’s of Strategy, SWOT Analysis, GAP Analysis – Competitive Analysis – Porter’s 5 forces Model of competition	2 hours
3.4	BCG Matrix, GE 9 Cell Model as basic foundation of Strategic Marketing, McKinsey’s 7s framework for analyzing and improving organizational effectiveness	2 hours
<b>4</b>	<b>Marketing Strategy Implementation</b>	
4.1	Integration of Marketing Strategies and their application to different business sectors – FMCG, Industrial, & Services	1 hour
4.2	Constraints in marketing strategy implementation, Relationships - with Suppliers, Customers, & Channels of Distribution,	2 hours
4.3	Marketing Mix – Segmentation, Targeting & Positioning, Timing – Timing of Entry and Exit – Effect of Product Life Cycle on Strategy	2 hours
4.4	Resources Deployment – Value-based Planning, Monitoring, Shareholder Value	2 hours
<b>5</b>	<b>Marketing orientation to development policy .</b>	
5.1	Corporate strategy – Distinction between Strategy and Strategic plan - Defensive strategy - Offensive strategy - Classifications of strategies	2 hours
5.2	-Competitive Analysis - Industry Analysis - Self Analysis of Organizations	2 hours
5.3	<b>Marketing Strategy Evaluation</b> – Marketing Audits & their scope – Measurement of Marketing Performance and its feedback to next year’s Marketing strategy formulation	3 hours
	Total	36



		hours
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Course Code	Course Name	Category	L	T	P	Credit
20MBA260	INTERNATIONAL MARKETING	Elective	3	0	0	3

**Preamble:** The task of global marketing is complex enough when the company operates in one foreign national market. It is much more complex when the company starts operations in several countries. Marketing programmes must adapt to needs and preferences of customers that have different levels of purchasing power as well as different climates, languages and cultures. In spite of the many differences some coordination of international activities will be required, and at the same time the company will gain some synergy across borders, in the way that experience and learning acquired in one country can be transferred to another. Knowledge of International marketing is required for scaling up globally.

**Prerequisite:** Nil

**Course Outcomes (COs):** After the completion of the course the student will be able to

<b>CO 1</b>	Outline and illustrate the, scale, scope, limits, premises and expanse within which international markets operate
<b>CO 2</b>	Examine and demonstrate how companies enter into and operate in foreign markets.
<b>CO 3</b>	Compare and categorise how marketing mix variables of product and pricing are applied in international markets.
<b>CO 4</b>	Appraise and evaluate promotional strategies and distributional possibilities in a global company.
<b>CO 5</b>	Examine and review India's foreign trade policies, incentives and regulations to support international trade

#### Mapping of course outcomes with program outcomes

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CO 1</b>	3	2	2	2	1
<b>CO 2</b>	3	3	2	3	3
<b>CO 3</b>	3	3	2	2	3
<b>CO 4</b>	3	3	2	2	3
<b>CO 5</b>	3	2	1	2	3

#### Assessment Pattern

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
<b>Remember</b>	20	20	10
<b>Understand</b>	40	40	30
<b>Apply</b>	40	40	20
<b>Analyze</b>			
<b>Evaluate</b>	Can be done through Assignments/ Seminars/Mini Projects		
<b>Create</b>	Can be done through Assignments/ Seminars/Mini Projects		

**Mark distribution**

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

**Continuous Internal Evaluation Pattern:**

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

**End Semester Examination Pattern:**

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

**Model Question paper**

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY  
FOURTH SEMESTER MBA DEGREE EXAMINATION**

**20MBA260– INTERNATIONAL MARKETING**

Max. Marks: 60

Duration: 3 Hours

**PART A**

Answer *all* questions. Each question carries 2 marks.

1. Explain the driving and restraining forces in international marketing.
2. Illustrate the organization structures for internationalization.
3. Compare product standardization versus adaptation.
4. Explain the role of trade fairs and exhibitions in international trade.
5. Which are the pre-shipment and post-shipment financing options?

(5x2 marks = 10 marks)

**PART B**

Answer any *three* questions. Each question carries 10 marks

6. a. Distinguish between the concept of comparative advantage and differential advantage with examples. (5)
- b. Analyse the effect that technology improvements in international marketing have on increasing customer value. (5)
7. a. In targeting new international markets distinguish between undifferentiated and concentrated marketing strategies with examples. (5)
- b. For an international clothing brand planning to enter the Indian market, will you recommend the 'shower' approach or 'waterfall' approach? Why? (5)
8. a. Describe the International product life cycle with diagram in detail. Has the onset of E- commerce brought any change to the traditional view of IPLC? (5)
- b. Analyse how international pricing objectives are influenced by the macroeconomic status of the foreign markets they desire to enter. (5)
9. a. What has been the role of export promotion organisations in development of the export sector in India? (5)
- b. What are the types of international market intermediaries used for direct or indirect export from India? (5)
10. a. What has been the export procedures and documentation to be carried out by an exporter in India. (5)
- b. Explain the role and support measures of the EXIM Bank in furthering India's foreign trade. (5)

(3x10 marks = 30 marks)

**PART C**

Compulsory Question. This question carries 20 marks

11. Globalization in India in the 1990s caused sweeping changes in the Indian marketing environment. Factors like the entry of foreign brands to the country, increase in the number of young professionals in urban areas, influence of mass media, etc, have led to many far-reaching changes in the branding strategies of Indian products.

Seeing the importance that Indian culture gave to whiteness of fabrics. Reckitt Benckiser (India) Ltd introduced Robin Blue. This was followed by Jyothi Labs introducing the Ujala fabric whitener in the market. Ariel detergent which was positioned at first as a detergent which did not require soap, had to introduce Ariel soap in the market because of the Indian culture of applying soap to clothes while washing. Similarly Samsung introduced washing machines in the market which were suitable for washing sarees. In the case of consumable goods, packaging and price play an important role in the branding strategy. About 60 percent of shampoo consumption in India is through 6-10 ml sachets. In the case of soaps, major brands have introduced 50-75 gram pack.

Toothpaste, tea, coffee, detergents, etc are sold in sachets. Pepsi and Coke have introduced 200ml bottles in India. Small kiranas constitute 95 percent of retail products and they prefer low price products. Many brands prefer economy packs that help retailers increase sales volume by catering to a low income group. This is because many people in the country are paid wages on daily or weekly basis and they prefer to buy products in small quantities.

*Adapted from: Kumar, S.R "Branding Strategies in a Changing Marketing Environment" Brand Management, Vol. 11, No. 1, 48-62 (2003).*

- a. Drawing from the above case, why would a company go for product adaptation? In your opinion when should product standardisation be adhered to. (10)
- b. Using case illustration explain what are the challenges companies face in international promotion of products and strategies to overcome them. (10)

(1x20 marks =20marks)

<b>Syllabus</b>	
Module 1	<b>International Marketing:</b> Scope of international marketing; international marketing vs. domestic marketing; challenges in global marketing; customer value and the value equation; competitive or differential advantage; benefits of international marketing; driving and restraining forces in international marketing; participants in international marketing; technological developments and international marketing; future and challenges of international marketing
Module 2	<b>Market Coverage Strategies:</b> Concentrated marketing; niche marketing; market segmentation and differentiated marketing; new product introduction strategies – shower approach, waterfall approach. <b>Organising for International Marketing:</b> Built in export department; separate export department; international sales subsidiary; international division; global organisation.
Module 3	<b>International Product Strategies:</b> Products for international markets; international product life- cycle; international product planning; product adoption and standardization; product-communication strategies. <b>Pricing for International Markets:</b> International pricing objectives; retrograde pricing; Incoterms. International marketing of services
Module 4	<b>International Promotional Strategies:</b> Marketing environment and promotion strategies; major decisions in international marketing communication; role of export promotion organisations; trade fairs and exhibitions; personnel selling in international marketing; challenges in international promotion. <b>International Distribution Strategies:</b> International channel system; direct exports and indirect exports; types of international marketing intermediaries, marketing environment and distribution strategies; international logistics
Module 5	<b>Foreign Trade Policy and Procedures:</b> Foreign trade policy and export promotion measures; export procedures and import procedures; quality control and pre- shipment inspection; export risk insurance; trade financing- pre-shipment and post-shipment financing; role of Exim Bank; foreign exchange regulations; Incoterms.

**Text Books**

1. Hollensen, S. (2009). *Global Marketing*, Pearson Education.
2. Joshi, R. M. (2014). *International Marketing*, Oxford University Press India.
3. Onkvisit, S. & Shaw, J. (1996). *International Marketing Analysis and Strategy*, Prentice-Hall of India Pvt Ltd.

**References and Suggested readings**

1. Cherunilam F. (2015). *International Marketing: Text and Cases*, Himalaya Publishing House.
2. Lee K. and Carter S. (2012). *Global Marketing Management*, Oxford University Press.
3. Doole I. & Lowe R. (2012). *International Marketing Strategy*. Cengage Learning.
4. Jain, S. C. (2001). *International Marketing*. South-Western.
5. Keegan W. J. (2010). *Global Marketing Management*. Pearson Education.
6. Cateora P. R., Gilly M. C. & Graham J. L., (2014). *International Marketing*, McGraw Hill Education India Private Limited.
7. Kumar, A., (2007). *Export and Import Management*, Excel Books.

8. Kotabe, M. & Helsen, K. (2014). *Global Marketing Management*, John Wiley & Sons.
9. *Handbook on Foreign Trade Policy and Guide to Export & Import*, The Institute of Chartered Accountants of India, New Delhi.
10. *Handbook of Procedures*, Department of Commerce, Ministry of Commerce & Industry, Government of India, New Delhi.

### Course Contents and Lecture Schedule

No	Topic	No. of Lectures
<b>1</b>	<b>International Marketing</b>	
1.1	Scope of international marketing; international marketing vs. domestic marketing; challenges in global marketing; customer value and the value equation; competitive or differential advantage;	3
1.2	benefits of international marketing; driving and restraining forces in international marketing; participants in international marketing;	2
1.3	technological developments and international marketing; future and challenges of international marketing	3
<b>2</b>	<b>Market Coverage Strategies &amp; Organising for International Marketing</b>	
2.1	Concentrated marketing; niche marketing; market segmentation and differentiated marketing.	2
2.2	New product introduction strategies, – shower approach, waterfall approach.	2
2.3	Built in export department; separate export department; international sales subsidiary; international division; global organisation	3
<b>3</b>	<b>International Product Strategies &amp; Pricing for International Markets</b>	
3.1	Products for international markets; international product life- cycle; international product planning; product adoption and standardization; product-communication strategies	2
3.2	International pricing objectives; retrograde pricing;	2
3.3	Incoterms. International marketing of services	3
<b>4</b>	<b>International Promotional Strategies &amp; International Distribution Strategies</b>	
4.1	Marketing environment and promotion strategies; major decisions in international marketing communication; role of export promotion organisations; trade fairs and exhibitions; personnel selling in international marketing; challenges in international promotion.	2
4.2	International channel system; direct exports and indirect exports; types of international marketing intermediaries	2
4.3	marketing environment and distribution strategies; international logistics	3
<b>5</b>	<b>Foreign Trade Policy and Procedures</b>	
5.1	Foreign trade policy and export promotion measures; export procedures and import procedures;	2
5.2	quality control and pre- shipment inspection; export risk insurance; trade financing- pre-shipment and post-shipment financing;	2
5.3	Role of Exim Bank: foreign exchange regulations; Incoterms.	3
	Total	36 Hours

Course Code	Course Name	Category	L	T	P	Credit
20MBA262	DIGITAL AND SOCIAL MEDIA MARKETING	Elective	3	0	0	3

**Preamble:** The course enables the student to have a thorough understanding of the digital marketing concepts and also enables them to target the potential online customers through organic and paid channels.

**Prerequisite:** NIL

**Course Outcomes (COs):** After the completion of the course the student will be able to

<b>CO 1</b>	Identify various organic, paid, owned and earned media sources
<b>CO 2</b>	Compare page optimisation techniques with off page optimisation techniques
<b>CO 3</b>	Design an ad according to the google ads structure and also create a suitable landing page
<b>CO 4</b>	Determine the most suitable social media platform for a social media campaign
<b>CO 5</b>	Illustrate inborn marketing methodology for driving online traffic

**Mapping of course outcomes with program outcomes**

	PO 1	PO 2	PO 3	PO 4	PO 5
<b>CO 1</b>	3	3	1	3	1
<b>CO 2</b>	3	3	1	2	3
<b>CO 3</b>	3	1	3	1	3
<b>CO 4</b>	3	3	1	2	1
<b>CO 5</b>	3	3	1	1	1

**Assessment Pattern**

Bloom's Category	Continuous Assessment Tests (in %)		End Semester Examination (in marks)
	1	2	
<b>Remember</b>	20	20	10
<b>Understand</b>	40	40	30
<b>Apply</b>	40	40	20
<b>Analyze</b>			
<b>Evaluate</b>	Can be done through Assignments/ Seminars/Mini Projects		
<b>Create</b>	Can be done through Assignments/ Seminars/Mini Projects		



**Mark distribution**

Total Marks	CIE	ESE	ESE Duration
100	40	60	3 hours

**Continuous Internal Evaluation Pattern:**

Attendance	: 4 marks
Continuous Assessment Test (2 numbers)	: 16 marks
Assignment/Quiz/Course project	: 10 marks
Seminar and Discussion	: 10 marks

**End Semester Examination Pattern:**

There will be three parts; Part A, Part B and part C. Part A contains 5 questions (one question each from each module) of 2 marks each (Students should answer all questions). Part B contains 5 questions (one question each from each module) of 10 marks each (Students have the choice of answering any three questions). Part C contains a compulsory question (can have sub-divisions) of 20 marks (from any of the modules or combination) may be in application-level or case study.

## Model Question paper

### APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY FOURTH SEMESTER MBA DEGREE EXAMINATION

#### 20MBA262 – DIGITAL AND SOCIAL MEDIA MARKETING

Max. Marks: 60

Duration: 3 Hours

#### PART A

Answer *all* questions. Each question carries 2 marks.

1. State the functions of a digital marketing manager?
2. Define Search Engine Optimization?
3. What is quality score?
4. Describe Social Media Marketing?
5. Explain the concept of Gamification?

(5x2 marks = 10 marks)

#### PART B

Answer any *three* questions. Each question carries 10 marks

6. Compare and contrast between Paid, Owned and Earned Media?
7. List out the best practices to be adopted to ensure the we adhere to guideline of google?
8. How would you test and identify the best landing page for your online campaign?
9. What is online reputation management? How do you manage online reputation? Explain its tools and strategies.
10. How can you apply the inbound marketing methodology in a B2B context? Use suitable diagram with example.

(3x10 marks = 30 marks)

#### PART C

Compulsory Question. This question carries 20 marks

11. Patanjali herbal wash had a detergent powder with herbs that removed tough stains. But the challenge was that consumers were not interested in such communication. Most Indian consumers thought there is no difference between detergent brands. The category showed a lack of interest with a lot of clutter and noise in communication. You being a new Digital Marketing intern in the company had been assigned with a couple of tasks:
  - a) Identify the most suitable social media platform for targeting maximum conversions?
  - b) Discuss the importance of influencer marketing and a few effective strategies for increasing product visibility through influencer marketing?

(1x20 marks =20marks)

<b>Syllabus</b>	
Module 1	<b>Introduction to Digital Marketing:</b> Evolution of Internet. Web 1.0, 2.0 and 3.0, Digital Marketing- Importance, Benefits, Challenges and Goals, Digital Vs Traditional Marketing, Strengths and applications of internet marketing, Digital Marketing – Organic & Paid, Paid Owned Earned Media (P.O.E.M), Digital Marketing platforms, Digital Marketing Management: Role of web marketing manager, Web marketing department structure, roles and responsibilities, job description, targets, goals. Website Planning and Creation, Static Vs Dynamic Website, Content Management Systems, Domain Name- Understanding domain names & domain extensions, Web Hosting, Types of web hosting., The Online Marketing Mix, Customer Relationship Management in a Web 2.0, CRM platform.
Module 2	<b>Introduction to Search Engines:</b> how search engines work, Google guidelines, Search Engine Optimization (SEO): Difference between portal and search engines, Organic Search vs. Paid Search Results, Keyword Research, Types of SEO, Site map, Meta tags best practices. local SEO- Benefits of Local SEO, SEO Audit, black hat SEO and white hat SEO, Social bookmarking sites, Techniques to get on top of Google, Consumer Segmentation, Targeting, and Positioning using Online Tools, conversion rate optimization, Market Influence Analytics in a Digital Ecosystem, Selecting an SEO Firm/Consultant.
Module 3	<b>Search Engine Marketing (SEM):</b> Meaning, Google Adwords- Search ads, Display ads, Video Ads, Shopping Ads, Google Ads Account Structure, Different types of keywords, Ad pricing models- CPM, CPC, CPA, Quality Score and Its Importance, Ad Extensions, Retargeting. landing page- Types of Landing Pages, Main Components of a Successful Landing Page, A/B Testing, how to choose your ad partner.
Module 4	<b>Introduction to social media:</b> uses of social media, how companies use social media. Benefits of social media: Case studies of social media, social media profile creation and optimization, <i>Social Media Marketing (SMM)</i> -Meaning, Importance, Benefits, roles, Facebook Marketing, Instagram & LinkedIn Marketing, Pinterest Marketing. Online Reputation Management- tools and strategies of online reputation management. Influencer Marketing- Meaning, Platforms.
Module 5	<b>Inbound Marketing and Digital Marketing Trends:</b> Meaning, Methodology, Content Marketing- Engagement Marketing. Email Marketing- Importance, Role of email marketing, types of emails, email marketing objective, automated email campaign (Drip Campaign). Email Marketing Platforms, Permission-Based Email Marketing, Blogging and microblogging, blogging for businesses, Google AdSense, Affiliate marketing- Difference between referral and affiliate marketing, Types of Affiliates. Trends in digital advertising Programmatic Marketing, Marketing Gamification, Role of Internet of things in Digital marketing.

<b>Text Books</b>
<ol style="list-style-type: none"> <li>1. Ahuja, V. (2015). <i>Digital Marketing</i>. Oxford University Press.</li> <li>2. Strauss, J., Frost, R. &amp; Ansary, A. I. (2009). <i>E-marketing (Vol. 4)</i>. São Paulo: Pearson Prentice Hall.</li> </ol>

**References and Suggested readings**

1. Charlesworth, A. (2014). *Digital marketing: A practical approach*. Routledge.
2. Zimmerman, J., & Ng, D. (2015). *Social media marketing all-in-one for dummies*. John Wiley & Sons.
3. Kelley, L., Sheehan, K., & Jugenheimer, D. W. (2015). *Advertising media planning: a brand management approach*. Routledge.
4. Enge, E., Spencer, S., Fishkin, R., & Stricchiola, J. (2012). *The art of SEO*. " O'Reilly Media, Inc."
5. Teixeira, J. (2011). *Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer*. John Wiley and Sons.
6. <https://learndigital.withgoogle.com/digitalunlocked/>
7. <https://digitalskills.fb.com/en-in/>
8. <https://www.hubspot.com/digital-marketing>
9. <https://learning.edx.org/>

**Course Contents and Lecture Schedule**

No	Topic	No. of Lectures
<b>1</b>	<b>INTRODUCTION TO DIGITAL MARKETING</b>	
1.1	Importance, Benefits & Challenges, Differences	3 hours
1.2	Paid Owned Earned Media and Digital Marketing Management	2 hours
1.3	Website Planning and Creation	3 hours
<b>2</b>	<b>SEARCH ENGINE OPTIMIZATION (SEO)</b>	
2.1	Guidelines, Differences,	2 hours
2.2	Types of SEO	2 hours
2.3	SEO Audit & SEO Strategies	3 hours
<b>3</b>	<b>SEARCH ENGINE MARKETING (SEM)</b>	
3.1	Meaning & Types of ads	2 hours
3.2	Ad pricing models	2 hours
3.3	landing page	3 hours
<b>4</b>	<b>Social Media Marketing (SMM)</b>	
4.1	Introduction to social media & Social Media Marketing	2 hours
4.2	Influencer Marketing	2 hours
4.3	Online Reputation Management	3 hours
<b>5</b>	<b>Inbound Marketing and Digital Marketing Trends</b>	
5.1	Inbound Marketing-Meaning, Methodology	1 hour
5.2	Email Marketing	2 hours
5.3	Blogging, Google Adsense & Affiliate marketing	2 hours
5.4	Programmatic Marketing & Marketing Gamification	2 hours
	Total	36 hours