

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA						
DM 101	FUNDAMENTALS OF MARKETING AND DIGITAL MARKETING	I BBA (DM) - I Sem 2022-23				
Hours	75 (60 + 15)	L	T	P	C	
Focus	Employability	4	1	-	4	

Course Objective
Helps to identify core concepts of marketing and the role of marketing in society. Ability to collect process and analyse consumer and market data to make informed decisions. It also helps to understand pricing decisions. It focuses on the importance of digital marketing and its applications.

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	To understand basic marketing concepts, principles and Marketing environment	1 and 2
CO2	To Know the process of packaging and labelling to attract the customers Comprehend the product life cycle and product line decisions.	1, 2 and 3
CO3	To understand the price setting process and strategies	1 and 2
CO4	Ability to formulate and implement traditional and digital marketing and communications strategies. The applications of digital marketing in the globalized market Application and usage of E-mail advertisement and mobile marketing.	1, 2 and 3
CO5	Application and usage of Blog platforms.	1 and 2

Syllabus		
Unit	Content	Hours
Unit I	Introduction to Market - Marketing, Marketing concept Selling concept, marketing concept, Social marketing concept - Need and Significance of Marketing in Business Marketing environment Identifying market segments-Basis for market segmentation.	20%
Unit II	Product and Product lines - Product hierarchy, Product	20%

	classification, Product mix decisions - Product line decisions - Branding and Brand decisions, packing and labelling decision- Product life cycle-Strategies	
Unit III	Pricing: Setting the price, pricing process, pricing methods. Adapting price, Pricing Strategies, Marketing channels: The Importance of marketing channels–Channel design decisions - Channel management decisions-Channel Conflict: Types, Causes and managing the conflict.	25%
Unit IV	Introduction to Digital Marketing (DM)-Meaning, Definition, Need of DM, Scope of DM, History of DM, Concept and approaches to DM, Examples of good practices in DM. Email Marketing-Need for Emails, Types of Emails, options in E mail advertising, Mobile Marketing Overview of the B2B and B2C Mobile Marketing.	20%
Unit V	What are Blogs, Importance Of Blogs, Personal Blog, Corporate Blogs, Popular Blog Platforms, What are Tags, Widgets, Blog Optimization, Blog Stats.	15%

References	
Books and Resources	1. Philip Kotler and Armstrong, Principles of Marketing, PHI 2. Philip Kotler, Marketing Management, PHI 3. V.S Ramaswamy and S. Namakuari, Marketing Management. 4. J.P. Gupta and Jyothi Rana, Principles of Marketing Management, R. Chand & Co. New Delhi. 4. Dave Evans., Susan Bratton (2010). Social Media Marketing: The Next Generation of Business Engagement.
Online Courses	https://www.coursera.org/google-digital/marketing-ecomm

Additional Inputs	
Topics to be explored	<ul style="list-style-type: none"> • KPIs of a real business • Organization structures of MNCs • Study of leadership traits of famous business leaders • Budgeting process in Government

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Presentations
Group	<ul style="list-style-type: none"> • Discussions and Debates • Role plays • Field visits to industry • Guest lectures • Interaction with industry professionals