

Name of Faculty	:	Faculty of Commerce & Management
Name of Program	:	Master of Business Administration with Industry Collaboration
Course Code	:	2MBI04
Course Title	:	Marketing in Modern Era
Type of Course	:	Professional Core
Year of Introduction	:	2023-24

Prerequisite	:	Basic Knowledge of marketing & sales concepts
Course Objective	:	To help students understand important concepts like marketing strategy, consumer behavior, and brand management. Apply the knowledge to create and implement strategies for successful sales of a product or service. Students will understand and will be able to apply strategies of Brand Management in a business scenario.
Course Outcomes	:	At the end of this course, students will be able to:
	CO1	Understand the theories of consumer behavior and apply them.
	CO2	Identify and understand the process of new product development.
	CO3	Analyze global business opportunities and their implications on a firm's product and branding strategy.
	CO4	Examine segmentation strategies, targeting strategies, positioning strategies, and differentiation strategies.
	CO5	Evaluate the effectiveness of various advertisements and promotions on the behavior of individuals.
	CO6	Create a Marketing plan for the organization.

Teaching and Examination Scheme

Teaching Scheme (Contact Hours)			Credits	Examination Marks				
L	T	P		SEE	CIA	SEE	CIA	Total Marks
4	0	0	4	70	30	00	00	

Legends: L-Lecture; T-Tutorial/Teacher Guided Theory Practice; P – Practical, C – Credit, SEE – Semester End Examination, CIA - Continuous Internal Assessment (It consists of Assignments/Seminars/Presentations/MCQ Tests, etc.))

Course Content

Unit No.	Topics	Teaching Hours	Weightage (%)	Mapping With CO
1	Introduction to Modern Marketing Overview of Modern Marketing: Understand the key concepts, principles, and trends in modern marketing. Consumer Behavior in the Digital Age: Study consumer behavior in the digital era and its impact on marketing strategies. Market Research and Analytics: Learn how to conduct market research and use data analytics to inform marketing decisions.	4	5%	CO1
2	Digital Marketing Strategies Digital Marketing Channels: Explore various digital marketing channels, including SEO, social media marketing, email marketing, and content marketing. Social Media and Influencer Marketing: Understand the role of social media platforms and influencer marketing in modern marketing campaigns.	6	8%	CO1
3	Marketing Analytics and Performance Measurement Marketing Metrics and Performance Measurement: Understand key marketing metrics and how to evaluate the effectiveness of marketing campaigns. Marketing Automation and CRM: Explore the use of marketing automation and customer relationship management systems to streamline marketing processes and enhance customer relationships.	8	11%	CO1
4	Introduction to Affiliate Marketing Understanding the concept of affiliate marketing and its significance Exploring the role of affiliates, merchants, and customers in the affiliate marketing ecosystem Identifying	4	5%	CO2

	different types of affiliate programs and networks Analyzing the benefits and challenges of affiliate marketing Examining the legal and ethical considerations in affiliate marketing			
5	<p>Affiliate Program Management and Optimization</p> <p>Setting up and launching an affiliate program Recruiting and selecting affiliate partners</p> <p>Developing effective affiliate marketing strategies Creating compelling affiliate offers and promotions.</p> <p>Tracking and measuring affiliate performance Optimizing affiliate program performance through analytics and data-driven insights</p>	3	4%	CO2

Suggested Distribution of Theory Marks Using Bloom's Taxonomy						
Level	Remembrance	Understanding	Application	Analyse	Evaluate	Create
Weightage	10	10	20	20	20	20

NOTE: This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Reference Books

Sr. No.	Name of Reference Books
1	Dr. Anandan C., Product Management Tata McGraw-Hill Companies
2	Product Strategy and Management, Michael Baker and Susan Hart, Pearson Education, Second Edition.
3	Strategic Marketing Planning, Second Edition, 2nd Edition by Colin Gilligan, Richard, M.S. Wilson
4	Blackwell; Miniard and Engel, "Consumer Behavior", Tata McGraw Hill.

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

Sr. No.	Name of Journals / Periodicals / Magazines / Newspapers / Web resources, etc
1	HBR's 10 Must Reads on Strategic Marketing, Harvard Business Review (Auteur), Clayton M. Christensen

2	David Loudon, Albert Della Bitta "Consumer Behavior: Concepts & Applications Tata McGraw Hill.
3	Sengupta Subroto, Brand Positioning Strategies for Competitive Advantage, Tata McGraw