

## MODERN MARKETING

Sem	Subject Code	Category	Lecture		Theory		Practical	Credit
			Hrs P/W	Hrs P/Sem	Hrs P/W	Hrs P/Sem		
VI	21CCO6E	Elective – IV	5 hrs per week	75	5 hrs per week	75	-	3

### COURSE OBJECTIVE:

- To familiarize the Students with the concepts , dimensions and trends in modern marketing practices.
- To emphasize important of understanding external environment in marketing decision making.

### COURSE OUTCOME:

On the successful completion of the course, the students will be able

CO NUMBER	CO STATEMENT	Knowledge Level (K1- K5)
CO1	To understand the basic concepts in marketing	K1
CO2	To know the market segmentation and consumer behaviour.	K2
CO3	To gain knowledge about marketing mix – 4 P's	K4
CO4	To learn about the E- marketing tools and techniques.	K3
CO5	To understand the basics of service marketing.	K4

Knowledge Level: K1- Remember, K2- Understand; K3- Apply; K4- Analyze

### MAPPING WITH PROGRAMME OUTCOMES:

COS	PO1	PO2	PO3	PO4	PO5	PO6
CO1	S	S	M	M	S	S
CO2	S	S	M	S	M	M
CO3	S	M	M	S	M	S
CO4	S	S	M	M	S	S
CO5	S	M	M	S	M	M

S- Strong; M- Medium; L- Low

**UNIT – I INTRODUCTION****15 Hours**

Meaning and Definition –Modern marketing concept- Essential of marketing-Evolution of marketing- features of marketing concept- changing concept of marketing- Distinction between marketing and selling- Recent innovations in modern marketing.

**UNIT –II MARKETING ENVIRONMENT****15 Hours**

Marketing Environment- Concepts-Classification of environment-Micro environment – Macro Environment- Types -Demographic- Economic-political –Technological – Natural and Cultural, Segmentation- Meaning and Definition-factors influencing market segmentation.

**UNIT – III MARKETING MIX.****15 Hours**

Meaning and Elements, Product- Product Mix, product Life Cycle, Product Planning, New product Development ,Branding, Packing, Pricing-Factors influencing Pricing-Methods of Pricing and pricing policy , Physical Distribution-Meaning- Factors affecting Channels of distribution-Types of Marketing Channels, Promotion-Meaning and Significance of promotion-Personal selling and Advertising.

**UNIT –IV E-MARKETING****15 Hours**

E- Marketing-Scope and objectives - Benefits- Problems- E- Marketing Techniques- Comparison between E-Marketing, Digital Marketing and internet marketing, E-market- E malls- E storefront- E-marketplace, E- Marketing tools- Website creation- e-mail and social media marketing.

**UNIT-V SERVICE MARKETING****15 Hours**

Meaning- Reasons for growth- Characteristics of services-Intangibility-Inseparability-Heterogeneity-Perishability-Ownership- Importance- Limitations-Difference between Goods and Services-Marketing Mix in Service Marketing.

**TEXT BOOKS:**

S.NO	NAME OF THE BOOK	AUTHOR	PUBLICATIONS	YEAR OF PUBLICATION
1	Modern Marketing	R.S.N Pillai Bagavathi	S.Chand	2015
2	Service Marketing	Dr.L.Natarajan	Margham	2016
3.	International Marketing Management	R.L Varshney B.Bhattacharyya	Sultan Chand&Sons	2009
4.	Essential of Marketing	K.Sundar	Vijay Nicole Publications	2009
5.	Marketing Management	Dr. C.B.Gupta Dr.N.Rajan Nair	Sultan Chand&Sons	2017

**REFERENCE BOOKS:**

S.NO	NAME OF THE BOOK	AUTHOR	PUBLICATIONS	YEAR OF PUBLICATION
1	Marketing Management	Philip Kotler	Pearson Prentice Hall,	2009
2	Marketing Management (Global Perspective Indian Concept)	V.S.Ramasamy S.Namakumari	MacMillen Publishers India Ltd.,	2009
3.	Principles of Marketing	Ashok Jain	Vk Global Publications,	2015
4.	Services Marketing and Management	Audre Gilmore	Sage Publication Ltd	2003
5.	Marketing Management	Rajan Saxena	Tata McGraw Hill Education Pvt Ltd.,	2009

**TEACHING METHODOLOGY:**

- Class room teaching
- Discussions
- PPT Presentations
- Seminar
- Blended Learning

**SYLLABUS DESIGNER:**

- Ms. J. Janani, Assistant Professor.
- Ms. D. Divya, Assistant Professor of Commerce