

Course Title				
<h1>Modern Marketing</h1>				
Duration	Credits	Schedule	Course Fee	Max Intake
60 Hours	2	4 hours a week	Rs. 3,750	120
Course Instructors & Coordinators	Mr. Mohammed Umair Mr. Prabhakar K			

1.0 COURSE BACKGROUND AND PROSPECTS

Products & services do not move naturally from producer to the consumer for this we need a structured mechanism, therefore marketing is the link that connects two important components of an economy namely Producers & Consumers. Thus, marketing signifies an integration of various functions such as selling, advertisement, understanding consumer behavior, developing new products, innovation, distribution & customer delight intended to meet customer needs & satisfaction. Ultimately, the main reason for the importance of marketing in business is that companies need to market themselves in order to attract potential customers.

The world of marketing covers advertising, public relations, branding, promotions, and sales through social platforms or offline modes. Marketers work in across all domains such as banking, insurance companies, accountancy sector, management consulting firms, startups, teaching sector, leisure and tourism sectors, agricultural and conversation sectors and so on.

Marketing careers attract creative and driven individuals. Though most marketing jobs are specialized, marketing typically draws on an individual's ability to match perception of the market with achievable plans of action. Graduates with marketing expertise can bring together business acumen, creativity, and a range of different activities. It includes social media marketing, branding, email marketing, content marketing and affiliate marketing, to name a few. Furthermore, each of these marketing techniques contribute to achieve the same end goal.

With businesses moving to the online sphere, traditional marketing and online marketing have become equally important for an organization's progress. This has led to the creation of many jobs, encouraging students to take up marketing as a career. This field is booming with opportunities and allows graduates to take up job role across functional areas of marketing. Due to the increasing demand for marketers, marketing jobs are known to be rewarding in terms of growth as well as remuneration.

Career in marketing is filled with exciting challenges that can help hone industry skills. Students interested in pursuing a marketing career, can enroll in this certificate course to understand the intricate concepts of modern marketing, and also develop skills that are relevant to the business world today.

1.1 COURSE PEDAGOGY

Course pedagogy is uniquely devised keeping in consideration the potential of every student so that it may cater to the needs of students at every level from brilliant, mediocre to average. The pedagogy used by our course instructors encourages independent thinking and helps the students develop holistic perspectives, strong domain knowledge, contemporary skills-set and a positive attitude.

Classroom lectures	Use of multimedia	Case studies	Games and group activities	Roleplay	Industry lectures	Assignments & quizzes	Research project
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1.2 COURSE DESCRIPTION, OBJECTIVE & LEARNING OUTCOMES

DESCRIPTION

Modern Marketing course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. This course enables a student to understand the 'Marketing mix' elements and the strategies and principles underlying the modern marketing practices. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations and projects. The assignments/projects would enable students to apply the marketing concepts and marketing mix elements practically and illustrate those through a written report and presentation. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.

Classroom activities including lectures, discussions and case studies will be designed to encourage students to get involved, absorb and assimilate inputs. These activities will also be supplemented by group discussions, cooperative group solving problems, live projects, analysis of video cases and debates.

OBJECTIVE

☞ This course aims to offer a structured approach to planning, implementing and assessing modern marketing strategies in business.

COURSE OUTCOMES (COs)

CO1	Acquire knowledge of marketing practices, skills in functional areas of marketing and its application to achieve business objectives.
CO2	Apply key marketing theories, frameworks and tools to solve Marketing problems.
CO3	Utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies.
CO4	Develop skills in digital marketing and social media marketing in the business environment.
CO5	Enable students develop research, inquiry and communication skills while providing a road map to their future career in Marketing.

1.3 EVALUATION

ESE	Research Work	Skill Development Activities	Attendance
35	35	30	Min 75%

1.4 COURSE CONTENTS

1. Foundation to Marketing Concepts [10H]

- 1.0: Inception of Marketing
- 1.1: Foundation to Marketing Concepts
- 1.2: Basic & Core Concepts of Marketing
- 1.3: Nature of Marketing
- 1.4: Goals of Marketing
- 1.5: Scope of Marketing
- 1.6: Evolution of Marketing Approach
- 1.7: Role & Significance of Marketing
- 1.8: Functions of Marketing

2. Marketing Intelligence [10H]

- 2.0: Customer Intelligence
- 2.1: Internal evaluation
- 2.2: Market Intelligence
- 2.3: Competitors Intelligence
- 2.4: Macro Economic Analysis
- 2.5: STP Analysis

3. Strategic Marketing Mix [10H]

- 3.0: Conceptual Framework: Market Mix
- 3.1: Product Management
- 3.2: Pricing Decisions
- 3.3: Physical Distribution
- 3.4: Promotion

- 4. Digital Marketing [10H]**
 - 4.0: The Digital World
 - 4.1: Meaning and Features of Digital Marketing
 - 4.2: Scope of Digital Marketing
 - 4.3: Social Media Marketing
 - 4.4: Process of Digital Marketing
 - 4.5: Critical Evaluation of Digital Marketing
 - 4.6: Market Disruption caused by Digital Marketing
 - 4.7: Challenges of Digital Marketing in India
 - 4.8: Suitability of Digital Marketing in India
- 5. Marketing Research – by Practice [20H]**
 - 5.0: Marketing Research Dynamics
 - 5.1: Planning the Research Process
 - 5.2: Report Writing & Presentation