

**ANDHRA KESARI UNIVERSITY**

**MINOR**

**Subject: MARKETING**

**w.e.f. AY 2023-24**

**COURSE STRUCTURE**

| <b>Semester</b> | <b>Course Number</b> | <b>Course Name</b>        | <b>No. of Hrs/Week</b> | <b>No. of Credits</b> |
|-----------------|----------------------|---------------------------|------------------------|-----------------------|
| <b>II</b>       | 1                    | Fundamentals of Marketing | 4                      | 4                     |
| <b>III</b>      | 2                    | Consumer Behaviour        | 4                      | 4                     |
| <b>IV</b>       | 3                    | Advertising               | 4                      | 4                     |
| <b>IV</b>       | 4                    | Brand Management          | 4                      | 4                     |

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**SEMESTER-III**  
**COURSE 2: CONSUMER BEHAVIOUR**

Theory

Credits: 4

4 hrs/week

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**Course Objectives:**

- To explain the concept of Consumer Behaviour & describe Consumer research process in detail.
- To understand the factors affecting consumer behaviour in detail.
- To analyse the consumer decision process.
- To assess the impact of consumer's motivation, personality on the buying behaviour.
- To impart the basic knowledge of consumer protection rights.

**UNIT I: INTRODUCTION TO CONSUMER BEHAVIOUR:**

Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing: Consumer research process –Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analysing Data & Report Preparation.

**UNIT II: FACTORS AFFECTING CONSUMER:**

Behaviour Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.

**UNIT III: CONSUMER DECISION MAKING PROCESS:**

Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era.

**UNIT IV: CONSUMER MOTIVATION & PERSONALITY:**

Consumer Motivation– Needs, Goals, Motive arousal, Maslow's Hierarchy of Needs, Freud's Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

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## **UNIT V: MARKETING COMMUNICATIONS, CONSUMER RIGHTS:**

Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication, Consumer Protection Act 1986, Rights of consumers.

### Reference Books:

1. Leen G. Schiffman and L.H.Kanuk: Consumer Behaviour, Pearson Education
2. Hawkins, Best, Coney: Consumer Behaviour Building Marketing Strategy, Tata McGraw Hill.
3. Kazmi : Consumer Behaviour, Excel Publishers.
4. Panwar, J.S. Beyond Consumer Marketing, Sage Response Books, New Delhi.
5. Mukesh Chaturvedi and Abhivan Chaturvedi : Customer Relationship Management An Indian Perspective. Excel Books.

**SEMESTER-IV**  
**COURSE 3: ADVERTISING**

Theory

Credits: 4

4 hrs/week

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**Course Objectives:**

- To understand the basics of Advertising and communication mix
- To use analytical skills in planning and evaluating advertising campaigns.
- To analyse critically the task of advertising under contemporary conditions.
- To evaluate the various types of policies that can be employed in guiding the advertising activity.
- To develop an awareness of the major types of advertising and role of ad agencies.

**UNIT-1: INTRODUCTION TO ADVERTISING MANAGEMENT**

Meaning, Importance of advertising, History, Classification and Functions. The Key Players, Types of Advertising Brand communication role in marketing, integrated marketing communication, Role of communication in Branding. Digital Advertising- Meaning, Components, Advantages, Limitations, Types of Digital Advertising.

**UNIT-2: ETHICS AND REGULATION IN ADVERTISING**

Advertising and social responsibility, Impact of Advertising, Deception versus Puffery Impact of advertisements on children Women and Advertising Ethics in Advertising; Regulatory Bodies Review of Regulatory Environment; Codes of ethics and regulatory bodies.

**UNIT-3: ADVERTISING DESIGN AND MEDIA PLANNING:**

Message Strategies. Types of Advertising Appeals. Executional Frameworks Sources and Spokespersons- Growth and Importance of Media, Meaning and Role of Media Planning, Media Plan, Market Analysis, Media Objectives, Developing and Implementing Media Strategies, Evaluating the effectiveness. Media mix.

**UNIT-4: ADVERTISING & THE INDIAN ECONOMY:**

Role of Advertising in the Indian economy, Impact of advertising on the Indian Economy- Advertising and Indian Society: Social benefits of advertising; Impact of advertising on attitudes, behaviour, norms, perceptions and lifestyle.

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## **UNIT-5: AD AGENCIES:**

Working of AD agencies- Various Functional Department, Types, Measures for gaining and reasons for losing clients, Evaluation Criteria for Selecting an Advertising Agency, Functions of Advertising Agency.

### Reference Books:

1. Kenneth Clow. Donald Baack, “Integrated Advertisements, Promotion and Marketing communication”, Prentice Hall of India, New Delhi, 2003.
2. S.H.H.Kazmi, Satish K Batra, “Advertising & Sales Promotion”, Excel Books, New Delhi, 2001.
3. George E Belch, Michel A Belch, “Advertising & Promotion”, McGraw Hill, Singapore, 1998.
4. S A Chunawalla (2013), Advertising, Sales & Promotions Management, 5th revised edition, Himalaya publishing house

**SEMESTER-IV**  
**COURSE 4: BRAND MANAGEMENT**

Theory

Credits: 4

4 hrs/week

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Course Objectives:

- To understand the methods of managing brands
- To Understand strategies for brand management.
- To study how brand communication is done by organisations.
- To successfully establish and sustain brands and lead to extensions.
- To understand the brand performance in modern digital world

**UNIT-I INTRODUCTION:**

Basics Understanding of Brands – Definitions - Branding Concepts – Functions of Brand - Significance of Brands – Different Types of Brands – Co branding – Store brands.

**UNIT-II BRAND STRATEGIES:**

Strategic Brand Management process – Building a strong brand – Brand positioning – Establishing Brand values – Brand vision – Brand Elements – Branding for Global Markets – Competing with foreign brands.

**UNIT-III BRAND COMMUNICATIONS:**

Brand image Building – Brand Loyalty programmes – Brand Promotion Methods – Role of Brand ambassadors, celebrities – On line Brand Promotions.

**UNIT-IV BRAND EXTENSION:**

Brand Adoption Practices – Different type of brand extension – Factors influencing Decision for extension – Re-branding and re-launching.

**UNIT-V: BRAND PERFORMANCE:**

Measuring Brand Performance – Brand Equity Management - Global Branding strategies - Brand Audit – Brand Equity Measurement – Brand Leverage -Role of Brand Managers– Branding challenges & opportunities.

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## Reference Books:

1. Branding Concepts and Process by Pati D, Publisher: Macmillan
2. Brand Positioning by Subroto Sen Gupta, Publisher: Tata McGraw-Hill
3. Product Management in India by R. C. Majumdar, Publisher: Prentice-hall of India Pvt Ltd.
4. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall,
5. Moorthi YLR, Brand Management –Vikas Publishing House

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ANDHRA KESARI UNIVERSITY-ONGOLE, PRAKASAM DISTRICT  
Minor Programme from the Year 2023-24 Onwards  
Programme- Marketing - Question Paper model,  
Second Year-Semester-III & IV

Time: 3 Hours

Total Marks: 75

PART -A

Answer any Five of the following

5X5=25 Marks

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10

PART -B

Answer the following

5x10=50 Marks

- 11a.
- 11b.
- 12a.
- 12b.
- 13a.
- 13b.
- 14a.
- 14b.
- 15a.
- 15b.

Or

Or

Or

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Or

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