



ANDHRA KESARI UNIVERSITY ::ONGOLE

**Model Syllabus for Marketing (Minor) in consonance with Curriculum
framework w.e.f. AY 2025-26**

COURSE STRUCTURE

Year	Semester	Course	Title of the Course	No. of Hrs /Week	No. of Credits
II	III	1	Fundamentals of Marketing	4	4
	IV	2	Consumer Behaviour	4	4
III	V	3	Advertising	4	4
		4	Brand Management	4	4
	VI	5	Service Marketing	4	4
		6	Digital Marketing	4	4


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SEMESTER-III

COURSE1:FUNDAMENTALS OFMARKETING

Theory

Credits:4

4 hrs/week

Course Objectives

The course is designed to:

- Enhance students' knowledge of the basics of marketing.
- Make the students understand the need and importance of market segmentation, targeting, and positioning.
- Help students understand the steps involved in developing a marketing plan.
- Develop practical insights into the application of marketing concepts.
- Make students aware of the recent trends in marketing.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: explain the foundational concepts, evolution, and role of marketing in a dynamic environment.

CO2: identify the importance of segmentation, targeting, and positioning strategies in consumer and industrial markets.

CO3: analyze product levels and pricing strategies, and apply lifecycle management in marketing decisions.

CO4: examine placement and promotional strategies for effective marketing communication and distribution.

CO5: evaluate recent trends in marketing such as green marketing, virtual and digital marketing practices.

UNIT I: INTRODUCTION TO MARKETING:

Marketing-Definition, Evolution, core concepts, Marketing v/s Selling, Role of a Marketing

Manager in the current scenario, Marketing Environment – Internal and External

Environment. Marketing Mix elements; Marketing Process.

Unit II: SEGMENTING, TARGETING AND POSITIONING (STP):

Market segmentation, Meaning, its benefits, Bases for segmenting Consumer market and Industrial market, Market Targeting, Patterns of Targeting, Product positioning concept Positioning strategies.

UNIT-III:PRODUCT ANDPRICING:

Concept, Levels of Products – core benefit, basic product, expected product, augmented product and potential product, Product Life Cycle - concept, stages. Pricing: Meaning, Objectives,PricingStrategies-Skimmingpricing, Penetrationpricingandpsychological pricing.

UNIT-IV:PLACINGANDPROMOTIONALSTRATEGIES:

Place-Need and importance of distribution, Factors influencing selection of distribution channel,ChannelsofDistribution.ElementsofPromotionalMix-Advertising,Publicity, Public Relations, Sales Promotion, Personal Selling and Direct Marketing.

UNIT-V:Recent Trends inMarketing:

GreenMarketing-Meaning,Importance,UseofInformationTechnologyinmarketing practices – Virtual marketing, E-buying behavior. Digital Marketing- Meaning and Importance.

Student-CentricActivities

- conductamarketingsurveyandanalyzeconsumer preferencesfor aproductor brand
- createapositioningmap fordifferentbrandsin a product category
- grouppresentation onreal-world pricingstrategiesused byleadingcompanies
- roleplayonpersonal sellingand promotionalcommunication
- developabasicmarketingplanincludingSTP,4Ps,anddigitalpromotionforastart-up idea

ReferenceBooks:

1. PhilipKotler,MarketingManagement,PearsonEducation.
2. W.J.Stanton,MichaelJ.Etzel&BruceJ.Walker,FundamentalsofMarketing, McGraw Hill International.
3. RamaswamyV.S.&NamakumariS,MarketingManagement:GlobalPerspective – Indian Context, Macmillan.
4. TapanKPanda,MarketingManagement,ExcelBooks.

SEMESTER-IV
COURSE 2: CONSUMER BEHAVIOUR

Theory

Credits: 4

4hrs/week

Course Objectives

The course is designed to:

- Explain the concept of consumer behaviour and describe the consumer research process in detail.
- Understand the factors affecting consumer behaviour in detail.
- Analyse the consumer decision-making process.
- Assess the impact of consumer motivation and personality on buying behaviour.
- Impart the basic knowledge of consumer protection rights.

Course Outcomes (COs)

Upon successful completion of this course, students will be able to:

CO1: explain the significance of consumer behaviour and conduct consumer research using appropriate tools.

CO2: identify internal and external factors influencing consumer choices and preferences.

CO3: analyze the stages of consumer decision-making and the impact of digital trends.

CO4: interpret key theories of motivation and personality and their relevance to consumer psychology.

CO5: evaluate marketing communication strategies and understand consumer protection rights and legislation.

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—Postpurchase 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.

UNIT V: MARKETING COMMUNICATIONS, CONSUMER RIGHTS:

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

Student-Centric Activities

- conduct a mini research project on consumer preferences for a product category
- group discussion on psychological factors affecting online shopping behaviour
- role-play on consumer decision-making scenarios
- prepare a report on recent consumer complaints and protection measures
- case study analysis of marketing strategies based on consumer lifestyle segmentation

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.