



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


Dr. N. SREENIVASA CHARYULU
Chairman B.O.S. (U.G) Commerce
A.K. University, ONGOLE.



SEMESTER-V

COURSE3:ADVERTISING

Theory

Credits:4

4 hrs/week

Course Objectives

The course is designed to:

- Understand the basics of advertising and the communication mix.
- Use analytical skills in planning and evaluating advertising campaigns.
- Analyse critically the task of advertising under contemporary conditions.
- Evaluate the various types of policies that can be employed in guiding advertising activity.
- Develop an awareness of the major types of advertising and the role of advertising agencies.

Course Outcomes (COs)

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

CO1: describe the evolution, functions, and scope of advertising in both traditional and digital formats.

CO2: examine ethical and regulatory frameworks and assess their relevance in advertising practice.

CO3: design advertisement content using different message strategies and media planning principles.

CO4: evaluate the economic and social impacts of advertising in the Indian context.

CO5: understand the structure and functioning of agencies and assess their role in brand development.

UNIT-I: 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-II: 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-III:ADVERTISINGDESIGNAND 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-IV:ADVERTISING&THE INDIANECONOMY:

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.

UNIT-V: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.

Student-CentricActivities

- developasampleadvertisementcampaignforachosenproductor service
- groupdiscussiononethicalissuesinadvertisementtargetingyouthand children
- role-playon client–ad agencyinteractions and campaign pitching
- fieldvisit to a local ad agencyor virtual session with advertisingprofessionals
- prepare a report comparing digital and traditional advertising strategies using real-life brand examples

ReferenceBooks:

1. KennethClow.DonaldBaack,“IntegratedAdvertisements,PromotionandMarketing communication”, Prentice Hall of India, New Delhi, 2003.
2. 2.S.H.H.Kazmi,SatishKBatra,“Advertising&SalesPromotion”,ExcelBooks, New Delhi, 2001.
3. George EBelch,MichelABelch,“Advertising&Promotion”,McGrawHill,Singapore, 1998.
4. SACHunawalla(2013),Advertising,Sales&PromotionsManagement,5threvised edition, Himalaya publishing house

SEMESTER-V

COURSE4:BRANDMANAGEMENT

Theory

Credits:4

4 hrs/week

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 the modern digital world.

Course Outcomes (COs)

At the end of the course, the student will be able to:

CO1: demonstrate a conceptual understanding of branding, its types, and strategic importance.

CO2: formulate effective brand strategies including positioning, brand elements, and global branding.

CO3: evaluate brand communication tools and their effectiveness in creating brand loyalty.

CO4: apply brand extension and rebranding techniques in real-world business scenarios.

CO5: measure brand performance using brand equity metrics and understand global brand challenges.

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 types 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.

Student-Centric Activities

- Case study analysis on successful and failed brand extensions.
- Seminar presentation on global branding strategies of Indian brands.
- Group project to design a brand audit report for a local or national brand.
- Guest lecture by a brand strategist or marketing professional.
- Field visit to a retail outlet for observing in-store branding strategies.
- Role-play activity: develop and pitch a branding strategy for a new product.
- Debate on challenges and ethical issues in celebrity endorsements.

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

SEMESTER-VI

COURSE5:BRANDMANAGEMENT

Theory

Credits:4

4 hrs/week

Course Objectives

This course is designed to:

- Develop an understanding on service sector and services marketing.
- Learn about the service process and elements of services marketing mix.
- Understand and analyse customer expectations and perception towards services.
- Analyze the impact of service failure and develop service recovery strategies.
- Understand the functional aspects of various service sector units.

Course Outcomes (COs)

At the end of the course, the student will be able to:

CO1: explain the role and characteristics of the service sector and its contribution to the Indian economy.

CO2: apply the marketing mix framework to the context of service organizations. **CO3:** analyze customer expectations and perceptions to design better service experiences.

CO4: evaluate service failures and recommend appropriate recovery strategies. **CO5:** interpret marketing practices in various service industries such as banking, healthcare, hospitality, and retail.

UNIT-I: INTRODUCTION TO SERVICES:

Role of services in Indian economy, nature of services, reasons for growth in service sector, types of services, difference between goods and services, need for service marketing and obstacles in service marketing- Growth in Services – Global & Indian Scenario.

UNIT-II: SERVICE MARKETING MIX:

Marketing management process for services- selecting target market - developing the service marketing mix - managing and controlling marketing efforts.

UNIT-III: CUSTOMER EXPECTATIONS OF SERVICE:

Factors influencing customer expectations of service, issues involving customer service expectations, Customer perception of service.

UNIT-IV: SERVICE QUALITY, SERVICE RECOVERY:

Impact of service failure and recovery, customer response to service failure. Service recovery strategies, service guarantee-Service quality issues and the human dimension in Services.

UNIT-V: MARKETING OF SERVICES:

Banking and Insurance, Healthcare, Hospitality services, retail services-Business process outsourcing (BPO).

Student-Centric Activities

- Case study analysis on successful service marketing strategies in India.
- Role play on service recovery scenarios in retail or hospitality.
- Group project on designing a service marketing mix for a startup.
- Guest lecture by professionals from banking or insurance sector.
- Field visit to a hospital or BPO to study service delivery processes.
- Quiz on global and Indian trends in the service economy.
- Seminar on the challenges and future of digital services in India.

Reference Books:

1. K. Ram Mohan Rao, Service Marketing, Pearson Education.
2. Vasant Venugopal and Raghu N, Services Marketing, Himalaya Publishing House.
3. P.N. Reddy, Services Marketing, Himalaya Publishing House.
4. S.M. Jha, Services Marketing, Himalaya Publishing House.

SEMESTER-VI

COURSE6:DIGITALMARKETING

Theory

Credits: 4

4hrs/week

Course Objectives

This course is designed to:

- Understand the fundamentals of digital marketing.
- Acquire basic knowledge and technical know-how required for digital marketing.
- Gain an overview of digital marketing strategies and best practices.
- Understand the core concepts of digital marketing.
- Comprehend various types of digital promotional formats.

Course Outcomes (COs)

At the end of the course, the student will be able to:

CO1: differentiate between traditional and digital marketing and recognize the evolution of digital platforms.

CO2: create and optimize websites using SEO techniques and analytical tools.

CO3: design effective e-mail marketing strategies including list building, segmentation, and automation.

CO4: develop and integrate content marketing strategies across blogs, videos, and newsletters.

CO5: evaluate and apply various digital advertising formats like PPC, social media ads, and affiliate marketing.

UNIT-I INTRODUCTION:

Fundamentals of Digital marketing & Its Significance, Traditional marketing Vs Digital Marketing, Evolution of Digital Marketing, Digital Marketing Landscape, Key Drivers, Digital Consumer & Communities, Gen Y & Netizen's expectation & influence wrt Digital Marketing.

UNIT-II: STARTING WITH THE WEBSITE:

Building Website using Website/ Blog Foundations of analytics- Search engine optimization- Key Words, Key Word planner tools, SEO-On page and Off page Techniques: Indexing and Key word placing and content optimization.

UNIT-III: E-MAIL MARKETING:

E-Mails as Marketing Strategy- Email marketing segmentation, personalization and mobile friendly design – E-Mail Marketing as a process- Building Email list, Email Marketing Strategy and Monitoring, Email atomization.

UNIT-IV:CONTENTMARKETINGFOUNDATIONS:

ContentMarketingEcosystem,ContentforBlogsandvideos,Usingcontentsforstorytelling, Blogs forcontentmarketing-Contentmarketingforstayingrelevant-Newslettersforcontent marketing. Integrated Content Marketing, Google Ads.

UNIT-V:DIGITALMARKETINGPROMOTION:

TypesofVariousAdFormats:PPC,Banners,VideoAds,AppAds,Facebookadvertising, Twitter Advertising, YouTube Advertising, LinkedIn Marketing. Affiliate Marketing, Influence marketing.

Student-CentricActivities

- Workshoponwebsite/blogcreationandSEOsetup.
- Seminaronemergingdigitalplatformsandinfluencermarketingtrends.
- CasestudyanalysisofsuccessfuldigitalcampaignsbyIndian startups.
- Groupprojecton contentcalendarcreationfor a brand'sdigitalpresence.
- Guestlecturebyadigitalmarketingprofessionaloragencyhead.
- Fieldvisitorvirtualinteractionwithadigitalmarketingfirm.
- PracticalassignmentonsettingupGoogleAdsor FacebookAds campaigns.

ReferenceBooks:

1. PuneetSinghBhatia:FundamentalsofDigitalMarketing,2ndEdition,Pearson
2. DaveChaffey;FionaEllis-Chadwick:DigitalMarketingStrategy,Implementation and Practice, 11th Edition, Pearson
3. Damian Ryan: Understanding Digital Market: Marketing Strategies for Engaging the Digital Generation, 4th Edition, Kogan Page
4. SwaminathanT.NandKarthikKumar:DigitalMarketing:FromFundamentalsto Future, Cengage.
5. SeemaGupta:DigitalMarketing,McGrawHillEducation(India)PrivateLimited.