



SYMBIOSIS COLLEGE OF ARTS & COMMERCE

An Autonomous College | Under Savitribai Phule Pune University

Reaccredited 'A+' with 3.51 CGPA For Third Cycle By NAAC | College with Potential for Excellence

COURSE TITLE		Dimensions of Enterprise
Paper Number (In case of Specialization)		VII
Course Learning Outcomes: On successful completion of the module students will be able to: <ul style="list-style-type: none"> To utilize knowledge of Customer Value to enhance strategic decision making Recall the strategies used within each of the marketing mixes. Demonstrate how as a marketer student can apply their knowledge of consumer value concepts to develop better marketing programs and strategies to influence consumer behavior. Identify examples of how marketers use their knowledge of consumer behavior in their marketing strategies and critically evaluate the applications evident in current practice. List best practices for responsible marketing and how to manage marketing efforts 		
Gist of this course in maximum 3 to 4 lines	<ul style="list-style-type: none"> Explain the purpose of segmentation and targeting in marketing Describe common segmentation approaches Explain the process of selecting an appropriate segmentation approach and deciding which customer segments to target for marketing activities Explain how targeting influences each element of the marketing mix 	
Detailed syllabus		
Unit	CONTENTS OF THE COURSE	No. of Lectures
1.	<u>Title of the Topic: Understanding Value in Marketing</u> <u>Contents:</u> 1.1. Inside Out and Outside In Approach in Marketing 1.2. Understanding Customer Value <ul style="list-style-type: none"> - Building Customer Value, Satisfaction and Loyalty - Components of Customer Value – Tangible Value and Intangible Value 	12

	<p>1.3. Creating, Communicating, Delivering and Exchanging Value</p> <ul style="list-style-type: none"> • Setting Product Strategy • Designing and Managing Services • Developing Pricing Strategies • Managing Mass Communications: Advertising, Sales Promotion and Public Relations <p>1.4. Introduction to Segmentation, Targeting and Positioning.</p>	
2.	<p><u>Title of the topic: Digital Marketing</u></p> <p>2.1. Digital Marketing and its use for Small Businesses</p> <p>2.2. Different elements of digital marketing like: content marketing, social media marketing, e-mail marketing, mobile marketing, affiliate marketing, Facebook marketing, Blogging and Vlogging.</p> <p>2.3. Advantages and limitations of digital marketing</p> <p>2.4. Case Studies</p>	14
3.	<p><u>Title of the topic: Human Resource Management for New Ventures</u></p> <p><u>Contents:</u></p> <p>3.1. Meaning, Objectives of Human Resource Management</p> <p>3.2. Functions of Human Resource Management</p> <p>3.3. Performance Management and Performance Appraisal</p> <p>3.4. Salary Administration</p> <p>3.5. Compensation</p>	14
4.	<p><u>Title of the Topic:- Emerging Trends in Human Resource Management</u></p> <p>4.1. Digital Transformation of Human Resource Management</p> <p>4.2. Digital Workplace – Drivers of Workplace Transformation</p> <p>4.3. Human Resource Practices during Digital Time</p> <p>4.4. Shift to a Virtual Workplace</p> <p>4.5. Building a desired workplace to maximize productivity</p>	14
	Total Number of Lectures	54

Learning Outcomes:

1. To gain an understanding of the theories and concepts of Buyer Behavior
2. To apply buyer behavior concepts to what customers do in "the real world"
3. To improve skills in the research and analysis of customer segments, demand, and market potential
4. Identify and explain factors which influence consumer behaviour;
5. To utilize knowledge of buyer behavior to enhance strategic decision making
6. Recall the strategies used within each of the marketing mixes.
7. Demonstrate how as a marketer student can apply their knowledge of consumer behaviour concepts to develop better marketing programs and strategies to influence those behaviour.
8. Identify examples of how marketers use their knowledge of consumer behaviour in their marketing strategies and critically evaluate the applications evident in current practice.

List best practices for responsible marketing and how to manage marketing efforts

Suggested Reference Books:

1. Marketing Management, Philip Kotler & Kevin Keller, Twelfth Edition, Pearson Prentice Hall (Marketing Mix)
2. Marketing and Salesmanship, F.Y.B. Com, Dr. Mrs. Shaila Bootwala, Dr. M. D. Lawrence, Mr. Sanjay Mali, Nirali Prakashan (Marketing Mix)
3. Fundamentals of Marketing, William Stanton, Michael Etzel, Bruce Walker, ,Mc Graw-Hill International Editions 1994 (Ethics in Marketing)
4. Marketing Management, S.Y.B. Com, Dr. Shaila Bootwala, Nirali Prakashan (Ethics in Marketing)
5. Hawkins, Best and Coney: Consumer Behaviour, Tata McGraw Hill, New Delhi 2004.
6. Schiffman, L.G. and Kanuk, L.L.: Consumer Behaviour, Prentice Hall of India, New Delhi 1994.
7. Laudon, David L and Bitta Albert J Della: Consumer Behaviour, Tata McGraw Hill, New Delhi 2005.
8. Mowen, John C: Consumer Behaviour, Macmillan, New York 1993.
9. Assael, H: Consumer Behaviour and Marketing Action, South Western, Ohio 1995.
10. Batra, S.K. and Kazmi, S.H.H. (2009) Consumer Behavior Text and Cases 2nd Eds, Excel Books. ISBN: 978-8174466440
11. Majumdar, Ramanuj. (2011) Consumer Behavior. Prentice Hall India. ISBN: 978-8120339637