



# 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

<b>COURSE TITLE</b>		<b>Marketing Environment</b>
<b>Paper Number (In case of Specialization)</b>		<b>V</b>
<b>Course Learning Outcomes:</b> <b>On successful completion of the module students will be able to:</b> <ol style="list-style-type: none"> <li>1) The basic purpose of this paper is to make students familiar with the Indian marketing environment</li> <li>2) This course aims to develop ability to understand and scan marketing environment in order to analyze the opportunities and take decisions under the uncertain business environment.</li> <li>3) Enhance student's analytical ability in solving marketing related case studies</li> </ol>		
<b>Gist of this course in maximum 3 to 4 lines</b>		This course introduces the theory of consumer behaviour and relates it to the practice of marketing. It will present relevant material drawn from psychology, anthropology, social and behavioural sciences within the framework of the consumer decision process and its main influencing factors.
<b>Detailed syllabus</b>		
<b>Unit</b>	<b>CONTENTS OF THE COURSE</b>	<b>No. of Lectures</b>
<b>1.</b>	<b>1. <u>Title of the Topic:</u> Contemporary Indian Marketing Environment</b> 1.1. Understanding Environmental Tools for Markets <ul style="list-style-type: none"> <li>• SWOT Analysis</li> <li>• PESTLE</li> <li>• QUEST</li> <li>• ETOP</li> </ul> 1.2. Understanding Indian Sellers and Buyers' Market with reference to changing marketing environment 1.3. Opportunities and Challenges facing today's Indian Marketing Managers. 1.4. Influence of Society on Business	<b>10</b>
<b>2.</b>	<b>2. <u>Title of the Topic:</u> Understanding Marketing as a Value Delivery Task</b> 2.1. Value Delivery Process : From Concept to Action 2.2. A Requisite for Delivering Superior Value 2.3. How do firms build Competitive Advantage 2.4. Sources of Competitive Advantage 2.5. Can Core Competency be Competitive Advantage	<b>15</b>
<b>3.</b>	<b>3. <u>Title of the Topic:</u> Contemporary Rural Marketing Environment</b> <b><u>Contents:</u></b> 3.1. Factors that make the Rural Market Attractive	<b>11</b>

	3.2. Importance of Rural Marketing 3.3. MNC's exploring Indian Rural Markets 3.4. Opportunities and Challenges 3.5. The Rural Consumer <ul style="list-style-type: none"> <li>• Buying Behavior of Rural Consumers</li> <li>• Factors influencing the Buying Behavior</li> </ul> 3.6. Marketing Mix Framework in Rural Context	
<b>4.</b>	<b>4. <u>Title of the Topic:</u> Marketing of Services</b> 4.1. Nature and Scope of Services 4.2. Growth of services in India 4.3. Tasks Involved in Service Marketing 4.4. Integrated Services Marketing 4.5. Emerging Issues in Services Marketing	<b>10</b>
<b>5.</b>	<b>5. Digital Marketing</b> <b>Contents</b> <b>5.1.</b> Understand the term Digital Marketing <b>5.2.</b> Define different elements of digital marketing like: content marketing, social media marketing, e-mail marketing, mobile marketing, affiliate marketing, Social Media Marketing, Blogging and Facebook marketing. <b>5.3.</b> Advantages and limitations of digital marketing	<b>08</b>
	<b>Total Number of Lectures</b>	<b>54</b>

**Learning Outcomes:**

At the end of the course students will able :

1. Understand the fundamentals of implementing marketing functions in an organisation
2. To evaluate the social, legal, political and ethical concerns in marketing
3. Understand the importance of value delivery in building competitive advantage.

**Suggested Reference Books:**

- 1) Introduction to Marketing, Theory & Practice, Second Edition, Adrian Palmer, Oxford University Press
- 2) Marketing Management-A South Asian Perspective, ISBN -978-0-13-600998, 13<sup>th</sup> Edition, Philip Kotler, Kevin Keller, Abraham Koshy, Mithileshwar Jha, Published by Dorling Kindersley(India) Pvt. Ltd, Licensees of Pearson Education in South Asia
- 3) Marketing Management-Global Perspective -Indian Context, 4<sup>th</sup> Edition-2010 V.S. Ramaswamy & S. Namakumari, Macmillan Publishers India LMT, New Delhi.
- 4) Marketing Management, 11<sup>th</sup> Edition, Philip Kotler, Published by-Prentice Hall of India Private Lmt, New Delhi
- 5) Marketing and Salesmanship, F.Y.B. Com, Dr. Mrs.Shaila Bootwala, Dr. M. D. Lawrence, Mr. Sanjay Mali
- 6) Marketing Management, T.Y.B.Com, Dr. Shaila Bootwala
- 7) Digital Marketing by Ryan Desis.