



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	Current Trends in Marketing
Paper Number (In case of Specialization)	Honours Core Paper II

Course Learning Outcomes:

On successful completion of the module students will be able to:

1. Demonstrate an in-depth and practical knowledge of key marketing concepts, theories and techniques for analyzing different marketing situations.
2. Application of knowledge to challenges and issues within local and international situations.
3. Anticipate problems and take proactive steps.
4. Recommend marketing strategies that align external marketing opportunities with the core competencies of Companies
5. Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.
6. Draw selectively from the toolkit of marketing concepts and analytical tools and then, formulate actionable marketing plans, including marketing strategies and appropriate marketing mix policies
7. Demonstrate group-work, questioning and listening skills

Unit	CONTENTS OF THE COURSE	No. of Hours
1.	<ul style="list-style-type: none"> ➤ Next Stop in Digital Transformation: Experience 2.0 <ul style="list-style-type: none"> • Experience Counts • Values Matter • Customer Loyalty Generated ➤ The Changing Role of The CMO in The Age of Customer Experience 	04
2.	Creativity in Marketing: <ul style="list-style-type: none"> • The Role of Marketing Creativity and Innovation in Achieving Competitive Advantage. • What Creativity in Marketing Looks Like Today? • Design Thinking and Marketing <ul style="list-style-type: none"> ▪ Use Design Thinking to Solve Your Toughest Marketing Challenges ▪ How Design Thinking Can Help Marketers Find Creative Solutions from Customer Insights. ▪ Design Thinking for Powerful Marketing Campaigns 	08
3.	3rd Generation Customer and bridging generation Gap of Skills and Organization	04
4.	Emergence of Subscription Model	02

5.	Social Media Advertising and its increasing role	04
6.	Brand Ambassadors and Celebrity Endorsement and its role in Consumer buying Decisions.	04
7.	Changes in Distribution, Packaging, Pricing, Designing and its contribution in Marketing	03
8.	Sectorial marketing challenges (FMCG, Consumer Durable, B2B etc.)	05
9.	Emerging Marketing Trends: <ul style="list-style-type: none"> • Marketing in the Age of Alexa • Artificial Intelligence • Augmented Reality and Virtual Reality. • Big Data. 	06
10.	Learning through case-studies (Introduction, Analysis and Importance of case study Learning tool)	05
	Total Number of Hours	45
Teaching Methodology	<ol style="list-style-type: none"> 1. Context-Based Learning 2. Case Study Analysis 3. Simulation 4. Kinesthetic Learning 5. Flipped Classroom. 6. Game –based Learning. 7. Inquiry-based Learning. 	
Suggested Reference Books:		
<ol style="list-style-type: none"> 1. R. Srinivasan, Case Studies in Marketing: The Indian Context 2. S. Shajahan, Applied Case Studies in Marketing. 3. HBR Case Studies: Marketing Through Minefields (Harvard Business Review Case Studies) 4. Kamran Kashani, Professor Dominique Turpin, Marketing Management: An International Perspective: Case Studies (International Marketing Series) 5. Daniel Ling, Complete Design Thinking Guide for Successful Professionals. 6. Jeanne Liedtka , Andrew King and Kevin Bennett ,Solving Problems with Design Thinking: Ten Stories of What Works 7. R Prasad, Digital Marketing Approaches and Applications, ICFAI publications, 2002. 8. Rob Stokes, E-Marketing: The Essential guide to digital marketing Quirke Marketing (Pvt) Ltd. 4th Edition, 2011 9. Godfrey Parkin, Digital Marketing: Strategies for online success, new Holland publishers, 2009. 10. Dave Chaffe, Fiona Ellis, Chadwick, Digital Marketing: Strategy, Implementation and Practice, Pearson Education, 6th Edition, 2015. 11. V.V. Sople, E-Marketing, Biztantra Publications, 1st Edition, 2011. 12. https://hbr.org/2018/05/marketing-in-the-age-of-alexa 13. https://hbr.org/2017/03/what-creativity-in-marketing-looks-like-today 		
https://www.skyword.com/contentstandard/how-design-thinking-can-help-marketers-find-creative-solutions-from-customer-insights/		